Matthews Jordao – **Software Engineer**

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Full-Stack / Front-End Developer with TripleTen SE training and hands-on projects. Ships features end-to-end with JavaScript, Node.js/Express, REST APIs, and MongoDB using modern tooling (Webpack/Babel, Git/PRs). Background in digital marketing automation and vendor coordination.

TOOLS & TECHNOLOGIES

Web & Platform: HTML, CSS, JavaScript, CMS Platforms, SEO | **Dev & Backend:** Node.js, Express, REST APIs, MongoDB | **Deployment & Workflow:** Git/GitHub, Vercel, Netlify, Agile/Scrum | **Marketing & CRM:** HubSpot, Zapier, Google Ads, Roku Ads Manager

PROFESSIONAL EXPERIENCE

New Business Lead & Marketing Coordinator | Haymond Law Firm *Full Time*   January 2025 – Present

Key Contributions:

- Built and deployed "Intake Lawyer," a custom web-based lead intake platform and chat widget that captures and structures law firm inquiries, improving intake efficiency and lead tracking.
- Designed and implemented CRM and intake automation workflows using HubSpot and Zapier, streamlining lead routing, follow-ups, and client data management.
- Managed inbound client communications and intake operations, handling call qualification, digital sign-ups, and structured case data capture within CRM systems.
- Coordinated digital marketing technology and data tracking across platforms including Google Ads and OTT/CTV vendors, supporting campaign attribution and reporting workflows.
- Performed minor website updates including landing page edits, SEO content adjustments, and basic UX improvements to support lead generation initiatives.

Student Multimedia Producer | University of Connecticut *Part Time*   May 2023 – May 2025

Key Contributions:

- Produced and published digital multimedia content supporting university web, marketing, and communications platforms.
- Collaborated with cross-functional teams to plan and deliver brand-aligned media assets across digital channels.
- Managed production timelines, project documentation, and content workflows to ensure on-time delivery and streamlined approvals.

KEY PROJECTS EXECUTED

1. **Project:** IntakeLawyer

   - ***Key Achievement:*** Built a full-stack web application that enables personal injury law firms to capture and track new leads, sign up clients, and manage communications, case details, and document storage within one centralized platform.
   - ***Technologies:*** React, Node.js, Express.js, PostgreSQL, REST APIs, JavaScript, CSS, Git, GitHub

2. **Project:** ColoRush | Live

   - ***Key Achievement:*** Led frontend development during a 1 week code jam where our team won 1st place, designing the full UI in Figma and programming the production-ready frontend for a web app that helps users plan and route Colorado activity-based vacations.
   - ***Technologies:*** Figma, React, JavaScript, CSS, HTML, Responsive Design, Git, GitHub

3. **Project:** WTWR (What To Wear) | GitHub

   - ***Key Achievement:*** Developed full-stack weather-driven wardrobe recommendation application that dynamically suggests clothing based on real-time weather conditions.
   - ***Technologies:*** React, JavaScript, Node.js, Express.js, MongoDB, REST APIs, OpenWeather API, CSS, Git, GitHub, Responsive Design

EDUCATION

- **Software Engineering Program** | Triple Ten | February 2026
- **Bachelor of Fine Arts –Digital Media & Design** | University of Connecticut | May 2024