

Michael Michaelides

JUNIOR FRONTEND DEVELOPER

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EDUCATION

B.Sc Marketing & Management
University of Sussex
Manchester , United Kingdom
2018 - 2021

QUALIFICATIONS

Front End Web Development
Nanodegree
Udacity | Jun. 2023 - Dec. 2023

Intro to Programming
Udacity | Nov. 2018

SKILLS

TECHNICAL SKILLS

HTML

CSS

JavaScript

Typescript

React

API integration

GitHub

Figma

SOFT SKILLS

Analytical thinking

Teamwork

Communication

Presentation

Attention-to-detail

Customer-centric

EXPERIENCE

Freelance Front-end Web Developer

Platd.io, Cyprus | Jan. 2024 - Present

- Joined the founding team during the ideation phase, defining key features for the cookbook marketplace platform
- Collaborated with a backend developer to integrate components.
- Developed the landing page, login, and sign-up flows using React, TypeScript, and Tailwind CSS, with code versioned on GitHub.
- Delivered functional UI components for use across the web application.
- Conducted user testing and provided feedback on bugs and improvements, enhancing the MVP's robustness and user-friendliness.

Social Media Manager

Platd.io, Cyprus | Dec. 2022 - May 2023

- Built a community of early adopters and creators on social media, fostering relationships with nearly 100 small creators.
- Designed and executed an email marketing campaign using Mailchimp, growing the newsletter audience to nearly 200.
- Increased brand awareness through high-quality content creation and scheduling, growing the Platd Instagram account to over 2000 followers.
- Developed a customer-centric approach by understanding and addressing the needs of recipe creators.

Digital Marketing Intern

XIRCLS, Brighton, U.K. | Mar. 2022 - Jun. 2022

- Contributed to the design of the company's new landing page
- Designed posts for LinkedIn and Instagram .
- Conducted customer acquisition research, leveraging LinkedIn to target businesses compatible with XIRCLS email software solutions.

Chef de Partie - Station Chef

Food For Friends, Brighton, U.K. | Jun. 2021 - Mar 2022

- Worked in a fast-paced environment, preparing and cooking dishes for 200 people nightly.
- Developed strong time management skills to meet cooking deadlines.
- Communicated menu item shortages to the front of house promptly.