

NICHOLAS LOPERENA

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developer | designer

SUMMARY

A motivated frontend developer with 10+ years of experience in IT, web development, and digital marketing. Known for building efficient digital solutions and adapting quickly to new technologies, I specialize in creating seamless, user-friendly web experiences using modern tools and frameworks. With a strong foundation in development and a passion for continuous learning, I'm excited to bring my skills to new challenges and collaborations.

SKILLS

Web Development: JavaScript, React, Redux, Framer, HTML, CSS, Webflow, WordPress, Shopify
Digital Marketing & Design: Adobe Suite (Photoshop, Premiere Pro), Email Marketing (HTML/CSS)
IT Support & Administration: Windows Administration, Network Management, Technical Support
Agile Methodologies: JIRA, Confluence
Collaboration & Leadership: Client Communication, Project Management, Cross-Functional Team Collaboration

EXPERIENCE

FREELANCE WEB DEVELOPER

Self-Employed | Remote | September 2024 - Present

- Designed and developed websites using a variety of tools such as React, Redux, Framer, and JavaScript.
- Experience in developing and maintaining websites with Webflow, Shopify, and WordPress, providing custom solutions tailored to client needs.
- Communicated directly with clients to gather requirements and deliver optimized digital solutions.

US MARKETING DIRECTOR / DESIGNER

VITO Fryfilter, Inc. | Orlando, FL | December 2023 – September 2024

- Managed digital marketing initiatives, boosting traffic by 85% and conversion rates by 4% from 0.18%.
- Led website development and e-commerce optimization, improving sales by 19%.
- Coordinated cross-department efforts and implemented HTML/CSS in email marketing campaigns.

HELP DESK ADMIN / CREATIVE

Furniture Packages USA | Kissimmee, FL | May 2020 – December 2023

- Managed IT infrastructure and provided support across the organization, ensuring optimal system performance.
- Developed troubleshooting workflows and trained staff on technology solutions, boosting efficiency.

EDUCATION

University of Central Florida Cyber Security Program -2020

University of Central Florida Full-Stack Web Development Bootcamp - 2019

Valencia College Business Certificate - 2016

PROJECTS

VITO Fry Filter Inc. eCommerce Website

Developed and designed the new VITO Fry Filter eCommerce website, improving the user experience and incorporating a quiz and calculator to assist customers in choosing products. Managed the brand's design and integrated modern eCommerce features.

Skills: JavaScript, CSS, Adobe After Effects, Adobe Audition, Adobe Photoshop, Adobe Premiere Pro, Shopify, Email Marketing, UX Design

[Link to Site](#)

AstroLabs Shop

Built my first fully functional online store, focusing on delivering value and gaining experience in full-stack development. This project laid the groundwork for my ongoing development skills, marking the beginning of my journey into web development.

Skills: HTML, CSS, JavaScript, Webflow, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Adobe After Effects

Furniture Packages USA Website

Assisted with the design and development of the Furniture Packages USA website, enhancing its functionality and improving the SEO ranking.

Skills: HTML, CSS, JavaScript, WordPress, Adobe Premiere Pro, Adobe Photoshop, SEO

[Link to Site](#)

Dystopian Lofi Hip-Hop Beats to Confront Your Existential Musings Vol. 1

Spearheaded the creation and launch of a Lofi Hip-Hop YouTube channel, collaborating with artists for music and character art. Managed the entire production pipeline, including motion graphics, video editing, and final uploads.

Skills: Project Management, Adobe After Effects, Adobe Premiere Pro, Adobe Photoshop, Adobe Illustrator, Creative Direction, Cross-Functional Team Coordination

BrutalPackDoom.com

Designed and developed a custom website focused on gaming and modding, providing a community hub for players. Enhanced user experience by incorporating modern web development technologies and ensuring high performance.

Skills: HTML, CSS, JavaScript, UX/UI Design

[Link to Site](#)

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