

ODELIA FINKELSTEIN

FRONTEND WEB DEVELOPER

Summary

Full stack web developer with a previous academic background in Psychology and professional in marketing. Coming from an industry that's both individually driven as well as collaborative, I thrive in both types of settings. My current role is at a web agency where I work as a full stack developer and am currently involved in different projects that serves various client needs. Despite my role being primarily a developer, the position is also client-facing to meet both technical and consumer needs. As mentioned, prior to web development my last job in marketing was specifically performance-based so I'm familiar in delivering certain standards according to specific targets.

Projects

Krypto

Krypto is a web 3.0 app that allows users to buy and sell Ethereum by connecting to their MetaMask virtual wallet. The app itself is connected to Ethers blockchain and has a configured smart contract using Solidity.

Stack: React, Solidity, Tailwind CSS

Tweeter

Tweeter is a single-page domain that can renders new tweets without reloading the page.

Stack: HTML, CSS, Ajax, JQuery, Node, Express

Interview Scheduler

Scheduler that the user can create, edit and delete interview appointments.

Stack: HTML, CSS, React, Node, Express, SQL

Explorix Travel App

Explorix is a web app that helps users book trips directly, get information on different travel spots as well as receive updates and exclusive offers

Stack: React, Gatsby, and GraphQL

Employment

Hesper.io

Full stack web Developer

May 2022 to Current

- Develop effective APIs
- Building reusable code and libraries for future use
- Develop front-end website architecture which includes designing interactive, responsive, and dynamic web pages
- Maintain legacy code written by other developers, including bug fixes and troubleshooting.
- Familiar with but not limited to: Meteor, Next.js, Typescript, React, React-Native, MongoDB, Gatsby, Contentful, Fabric

TimeB

Frontend Developer

Montreal

Aug. 2021

- Optimize app's UI including but not limited to colour updates, menu reorganizing, adding themes.
- Add features to the mobile version on both iOS and android using React Native, Redux, useContext etc.
- Refactoring repetitive code throughout the app.
- Implementation of preexisting libraries to code architecture.
- Collaborate with other team members to build out the brand's voice, tone and UX designs.

OPM Pros

Affiliate Marketing Account Manager

Montreal

June 2019 to Oct. 2020

- Analyzing program performance on a daily, weekly, quarterly, and yearly basis to develop recommendations and solutions to replicate successes and overcome challenges.
- Develop, oversee, monitor and analyze all budget & cost strategies and executions.
- Conduct periodical reviews and calls with clients to ensure success, satisfaction, and retention

Doggieville MTL

Digital Marketing Consultant

Montreal

Dec. 2018 to June 2019

- Building out a firm brand identity by understanding the brand's objectives, products, services, and mission.
- Creating and managing the online voice of an organization to build brand awareness within the online community
- Curating engaging text, image and video content for social media, brand identity, campaigns and events

iSun Energy

Digital Marketing Consultant

Montreal

May 2018 to Sept. 2018

- Developing marketing strategies for new and existing products with both B2B and B2C.
- Overseeing implementation of the marketing strategy - including campaigns, events, digital marketing, and PR.
- Guiding day-to-day activities of the marketing team.

Contact

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in /in/odelia-finkelstein-7a668757/

🌐 OdeliaFink

Education

Lighthouse Labs Apr. 2021

Full-Stack Web Development

Concordia 2018

B.A Psychology

Skills

LANGUAGES:

Javascript

HTML

CSS

Solidity

Typescript

Liquid

FRAMEWORKS:

NodeJS

React

Rails

Ajax

Express

EJS

JQuery

Bootstrap

SASS

Socket.IO

Tailwind CSS

Styled Components

Gatsby

React Native

CSS Properties

Meteor

Next.js

SYSTEMS & DATABASES:

SQL

Git

MongoDB