

# Heiko Frosch

Senior Web Developer

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 Munich



Hi, I'm Heiko, a passionate web developer from Munich. I have spent more than 20 years programming for the internet and have extensive experience in web portal design and development. As a consultant I accompany the process planning of digital presences, and as a developer their target-oriented implementation. First and foremost, I am concerned with the user and their experience. A well-designed website will have high levels of engagement and conversion rates, which are critical to a company's online success. I am convinced of the concept of lifelong learning and am always excited to learn about new technologies.

## WORK EXPERIENCES

### Founder and CEO

ISBN.is | 2021 – Present

Implemented in 2021 as part of my final project at WBS Coding School, I had the idea many years ago to create a elegant way for an URL shortening web service for books.

My bootstrapped start-up is currently in the pre-launch phase, where I am independently driving the development of the platform to realize a MVP. The focus of this build phase is the development of the database, optimized in terms of scalability and high performance, as well as:

- Development of a book bot.
- Creation of author and publisher packages asllart of influencer marketing.
- MVP functionality for users and authors.

### Fullstack Web Developer

brainGuide AG | 2006 – 2020

As a developer at brainGuide AG, I was responsible for a large number of projects and the development and implementation of additional functions. The long-term cooperation led to the joint creation and launch of many vertical portals. Starting with SEO, I first took over the complete frontend development and finally implemented fullstack new features.

### Consultant

Freelance | 2001 – Present

As a freelance consultant, I started advising clients on their digital business direction while I was still studying computer science. This led to my first major client brainGuide AG, where my initial consulting work turned into a permanent position. Since then I have implemented several web presences for clients as well as driven my own projects.

## PROJECTS

### ISBN.is

Freemium

My new project ISBN.is offers an elegant solution to create and share beautiful and clear URLs for books. Authors benefit from sharing the links of their books and have the possibility to add their personal affiliate IDs. Publishers can generate free added value for their authors via ISBN.is and increase their visibility.

### brainGuide Answers

Free

On this platform, created inhouse at brainGuide, users can have their questions answered by qualified experts for free. These in turn increase their visibility and strengthen their expertise.

## SKILLS

### Technical

HTML, CSS

JavaScript

PHP & MySQL

Database structures

Planning software systems

### Professional

Effective communication

Team player

Strong problem solver

Good time management

## EDUCATION

### Full Stack Web Developer

Udacity

2022

### Full-Stack Development

WBS CODING SCHOOL

2020 – 2021

## LANGUAGES

German (Native)

English

## INTERESTS

Technology & Science

Books & Series

Biking & Cooking



[linkedin.com/in/hfrosch/](https://www.linkedin.com/in/hfrosch/)



[superv1sor.github.io](https://github.com/superv1sor)