



## Alessandra Maffei | Frontend Developer

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[GitHub](#)

[LinkedIn](#)

[Portfolio](#)

Web/Frontend Developer with a growth mindset and a 10-year background in digital marketing for international tech companies and agencies. Hands-on experience in building web applications using JavaScript, TypeScript, HTML, CSS, and React.js. Combines a passion for technology with the key qualities of a marketer: customer focus, effective cross-team collaboration, and an adaptable problem-solving approach to every task.

## TECH STACK

HTML • CSS • JavaScript • TypeScript • ReactJS • Bootstrap • TailwindCSS • (on the backend, familiarity with Node.js • Express)

## WORK EXPERIENCE

### Frontend Developer (Apprenticeship) - The Collab Lab

MARCH 2023 - NOW

- Collaborate on a remote team of 4 early career Frontend Engineers guided by 2 Seniors
- Build components and features for a Progressive Web App using HTML, CSS, React, and Firestore
- Work in an Agile environment (syncs, retrospectives, and pair programming)

### Full Stack Web and App Development Graduate - WBS Coding School, Berlin

OCTOBER 2022 - FEBRUARY 2023

- Participated in a full-time practice-oriented coding course (details under “Education”)
- Delivered 7 weekly back-end and front-end projects

### Social & Editorial Lead / Head of Media - CareerFoundry, Berlin

JANUARY 2020 - MARCH 2022

- Led a 12-people remote-first organic marketing team → delivered 40% of monthly revenue
- Improved SEO metrics for the CF Blog in collaboration with web developers → Google Speed Performance score increased from 60 to 98 on desktop
- Organized company-wide task production system for copy, design, and video content

### Head of Social Media - Asana Rebel GmbH, Berlin

JUNE 2019 - JANUARY 2020

- Established the Social Media Team (hiring, tooling, processes, personal training, career growth)

- Acted as the Marketing contact point towards Customer Support and QA Engineering to address feedback on product quality, flag bugs, and submit feature requests

### **Senior Social Media Manager - *Babbel (Lesson Nine GmbH), Berlin***

MAY 2016 - MAY 2019

- Led the global team responsible for Babbel's growth on social media in 7 languages
- Set up the infrastructure for positive and smooth collaboration with Marketing, Customer Support, and Product: tooling, processes, documentation, reporting

*(Further professional experiences can be found on [LinkedIn](#))*

## **EDUCATION**

### **Full Stack Web and App Development Program - *WBS Coding School***

OCTOBER 2022 - FEBRUARY 2023

- **Frontend:** HTML5 • CSS • JavaScript (Fundamentals, DOM, Functional Programming, OOP) • Open-source JavaScript frameworks (React) • CSS preprocessors (SASS) and frameworks (Tailwind CSS)
- **Backend:** NodeJS/ExpressJS • Overview APIs (REST, GraphQL) • Databases: PostgreSQL, MySQL, MongoDB
- **Tools and version control:** Console, GIT, and GitHub
- **Best practices:** Pair programming • UX/UI Fundamentals • Design system management • Agile Methodologies (SCRUM)

### **MA Digital Communication - *Sapienza Università di Roma***

FEB 2009 - FEBRUARY 2011

### **BA Communication Sciences - *Università degli studi Roma TRE***

JUNE 2005 - JANUARY 2009

## **PROJECTS**

- [The Weather App](#) | TypeScript, React, TailwindCSS, OpenWeather API
- [Ask A Local](#) | JavaScript, React, CSS, Node.js, Express, MongoDB, Mongoose
- [Space Memory Game](#) | JavaScript, React, CSS, Pexels Photo API
- [Nonna's Cookbook](#) | JavaScript, React, CSS, Node.js, Express, PostgreSQL

*(All projects are linked in [my portfolio](#))*

## **TOOLS**

- Project-task management | *Jira, Asana, Trello*
- Collaboration | *Miro, Mural, Figma*
- Communication and documentation | *Confluence, Notion, Loom*
- Monitoring and reporting | *Google Analytics, Tableau, Hotjar*