



Alessandra Maffei | Frontend Developer

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[GitHub](#)

[LinkedIn](#)

Frontend Developer with a 10-year background in digital marketing for international tech companies. Experienced in building web applications using JavaScript, CSS, HTML, and TypeScript. Driven by a passion for technology mixed with the best practices of a (former) marketer: understanding customers and their needs, collaborating across teams towards a business goal, and always learning from every test. Motivated to contribute to Kinsta's mission to create the best hosting platform in the world—to the point of building a web page on the value I'd love to bring to your team.

TECH STACK

HTML5 • CSS3 • JavaScript • TypeScript • ReactJS • Node.js • Express • Bootstrap • TailwindCSS

WORK EXPERIENCE

Frontend Developer (Apprenticeship) - The Collab Lab

MARCH 2023 - NOW

- Collaborate on a remote team of 4 Frontend Developers guided by 2 Senior Engineers
- Build components and features for a Progressive Web App using Semantic HTML, CSS, React, and Google Firestore
- Work in an Agile environment with syncs, retrospectives, and pair programming sessions

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 projects (HTML, CSS3, JavaScript, React, Typescript, Node.js, Express, Bootstrap, RESTful APIs, SQL - Postgresql, NoSQL - MongoDB, GIT)

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
- Managed task planning and established tools/processes for copy, design, and video tickets
- Improved SEO metrics for the CF Blog in collaboration with web developers → Google Speed Performance score increase from 60 to 95 on desktop (primary source)

Head of Social Media - Asana Rebel GmbH, Berlin

JUNE 2019 - JANUARY 2020

- Established the social media function (hiring, tooling, processes, campaign planning)

- Acted as the Marketing contact point towards Customer Support and QA Engineering to address product feedback, 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 the team to work and collaborate smoothly 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) • JavaScript framework: React.js (Fundamentals, UI Components, Hooks, Context) • 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
- **Practices:** Pair programming • UX/UI Fundamentals • 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

WEB DEVELOPMENT PROJECTS

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

TOOLS

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