

ADRIANA HEESH

Junior Developer

Education

Diploma of Information Technology - 2020 - 2021

Coder Academy

Bachelor of Business (Marketing) - 2017

Queensland University of Technology

Projects

Collaborated with peers on 'Trivia Master' project using Git feature branches, managing pull requests and merge conflicts. Project managed in Agile style utilising Trello boards.

<https://natalielouise91.github.io/Hackathon1/>

Two-sided market place 'Soilmates' built with Ruby on Rails. I learned about database management and table/relationship planning in this project.

<http://peaceful-wildwood-39632.herokuapp.com/>

Technical Skills

HTML/CSS

JavaScript

React

Ruby/Ruby on Rails

Adobe Photoshop,

Illustrator, XD

About Me

With a degree in marketing, and previous experience in e-commerce and social media, I have skills in graphic design, communications and user experience. I'm excited to combine this experience and my developer skills to front-end projects.

Professional Experience

Maternity Leave - Dec 2020 - Jul 2021

Marketing Assistant - PQ Collection

January 2019 - May 2020

As Marketing Assistant I was responsible for social media and website management, including content creation, influencer relationship management and copywriting. I also assisted in campaign creation and execution across marketing channels. In this role, I

- executed a rebrand and assisted in the launch of a new website with an external agency
- created new conversions by expanding social presence into other platforms
- maintained above average conversion rates on online store
- implemented a 'Shop by Shape' filter to enhance user experience
- established Instagram and Facebook to be in the top 3 traffic sources for conversions