Constanza Ferrari

Software Developer | Business Background in Marketing & Foreign Trade

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I'm a Software Developer with 4+ years of experience building responsive, user-friendly web applications. I thrive in collaborative team environments and enjoy tackling new challenges with creativity and determination. My strong business background in marketing and international trade gives me a unique perspective to align technical solutions with real impact. Passionate about technology and problem-solving, I'm seeking opportunities to contribute to meaningful products, grow as an engineer, and solve problems through thoughtful, well-crafted software.

Work Experience

Software Engineer   Oct 2022 - May 2025
[Italic] | *Remote*

- Led frontend initiatives and owned development and deployment for the e-commerce platform, driving a comprehensive redesign, delivering scalable features, and ensuring seamless API integrations.
- Built mobile-first, responsive components from design mockups, focusing on scalability, performance, and seamless user experience in production environments.
- Collaborated cross-functionally with backend engineers, product managers, and operations stakeholders to scope features, align on priorities, and deliver high-impact solutions on tight timelines.
- Designed, built and integrated reusable CMS modules, enabling non-technical teams to manage dynamic content without engineering support — reducing manual updates by ~90%.
- Led the refactor of frontend architecture into modular, reusable components, enhancing scalability and reducing development time for new features.
- Wrote and maintained SQL queries to support ad hoc reporting needs, data validation, and product performance insights for cross-functional teams.
- Collaborated on the initial migration of the storefront to a headless Shopify architecture using Next.js and the Storefront API, enabling greater customization and performance improvements.

Associate Software Engineer   Dec 2021 - Sep 2022
[Italic] | *Remote*

- Built and enhanced internal tools to support platform management and day-to-day operations.
- Integrated REST and GraphQL APIs into frontend features to fetch, display, and update dynamic content across the admin dashboard.
- Worked closely with senior developers in code reviews and pair programming sessions to level up skills and maintain code quality.

Special Programs Analyst – E-Commerce & Logistics   Jun 2020 - Nov 2021
Argentine Investment & Trade Promotion Agency

- Conducted program analysis and provided actionable insights to improve logistics operations for local exporters.

Business Consultant Analyst
Argentine Investment & Trade Promotion Agency

Oct 2019 - May 2020

- Provided consulting and support services to small and medium-sized companies in the Agro and Food sectors, assisting them with their export processes.

Sales Analyst
Anheuser-Busch InBev (Cervecería y Maltería Quilmes)

Sep 2018 - Jan 2019

- Led the development and monitoring of KPIs for the supermarket channel to track performance, identify trends, and inform strategic decisions.
- Managed budgeting and forecasting processes to align financial planning with commercial goals.
- Created and presented data-driven reports and performance decks to key stakeholders, supporting high-level decision-making.

Foreign Trade Analyst
Bodega Dante Robino

Sep 2015 - Aug 2018

- Managed end-to-end export operations across the U.S., Europe, Latin America, and Asia, ensuring timely shipments and full compliance with international trade regulations.
- Participated in strategic sales planning, supporting market entry and growth initiatives.
- Conducted commercial performance analysis and created detailed client reports to support decision-making.
- Represented the company at international wine fairs in Germany and Brazil, strengthening brand visibility and building client relationships.

Core Skills

Languages: JavaScript, TypeScript

Frontend: React, Next.js, Redux, Apollo Client, HTML, CSS, SASS, Tailwind CSS

Backend & Runtime: Node.js, Express.js, GraphQL, Sequelize, PostgreSQL

Tools & Platforms: Git, GitHub, Contentful, Stripe, Figma, Vercel, Insomnia, Linear, Notion, Shopify, PostHog, Sentry, Cursor (AI)

Education

Henry
Full Stack Web Developer

Universidad Argentina de la Empresa - UADE
Bachelor's in International Trade

Universidad Argentina de la Empresa - UADE
Bachelor's in Marketing

Languages

English *(C1)*, **Spanish** *(Native)*