

ELHAM JAFARI

Web Developer

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SKILLS

React, JavaScript, HTML5, CSS, SCSS, ES6, NodeJs, Mongo DB, TypeScript, Express, JQuery, Bootstrap, GraphQL, PrestaShop, Drupal, Hotjar, CrazyEgg, A/B Test, Jotform, Google Analytics, and MySQL.

PROFESSIONAL EXPERIENCE

Frontend developer- Vfs.edu | Junior - Sep 2022 - Present

- Create +20 Landing pages in HTML, CSS, PHP, and jQuery
- Working with Shopify and Drupal
- Create marketing emailers in HTML, CSS, and forms with Jotform and JavaScript, HTML, CSS.

Web developer - Bekatec.ca | Entry-Level - Jul 2021 - Feb 2022

- Analyzed and audited clients' websites and communicated issues with managers
- Worked directly with the development team on UI/ UX
- Technical SEO audit and try to improve it
- Create landing pages in HTML, CSS

Web Developer - Sheypoor.com | Entry-Level - July 2019 - Dec 2020

- Worked directly with agile teams including engineering, QA, product and DevOps to gain an understanding of web and mobile applications development life cycle
- Implemented static landing pages for promotions in HTML and CSS and delivered to developers
- Analyzed website using GTMetrix, GA and Hotjar and communicated results with front-end developers
- Executed more than 20 A/B tests for website landing pages
- Executed web and mobile applications user acceptance tests before each release
- Got familiar with React and REST APIs

Digital Marketing Specialist | Sheypoor.com | August 2018 - Dec 2020

- Executed and optimized automation using GA, Firebase, and Localytics which increased notifications and SMS open rate by 30% and conversion rate by 4%
- Increased Google Ads conversion rate by 20% through keyword research and segmentation

Digital Marketing Specialist | Banimode.com | May 2016 – Jul 2018

- Executed UX/UI tests and A/B tests using GA, Hotjar and CrazyEgg and collaborated with the engineering team to address improvements which increased the conversion rate by 20%

PROJECTS

- [Hotel Booking Web Application](#) - MERN stack, Fetch data from mongo DB and display them based on user filter which includes: city, price and date, and CRUD APIs for a hotel, user, and room
- [Movie Online Catalog](#) -This Project is created with HTML, CSS, and JavaScript. It fetches movie lists with the help of TMD API, a free API. A movie streaming service with themoviedb REST APIs.
- [Task Management web application](#) - HTML, SCSS, JavaScript, Grid layout. A signup/sign-in page and a page to add, edit or delete tasks. I used local storage to save user and task information.
- [Weather Forecast](#) - HTML, JavaScript, CSS, Grid layout, React.js. Single-page web app with openweathermap.org APIs and a search box to enter the city name
- [MindMap Web Application](#) - HTML, JavaScript, CSS, React.js. Create, Edit, and Delete Mindmap lists and each mindmap node, and zoom in and zoom out feature
- [Twitter Clone App](#)- Material UI design and React. A Twitter clone website which uses Firebase to store and fetch data in the project.
- [Craigslist catalogue and detail page](#) - HTML, CSS. It redesigned a product page and suggested some improvements in UI and UX.

Education

- Web app development at CCCCC - Vancouver, BC, Canada, 2021
- Bachelor's degree, Information Technology - PNU - Zanjan, Iran, 2008-2013