

# ELHAM JAFARI

## Full Stack Developer

Vancouver, BC | 604-339-1170 | [el.jafari.el@gmail.com](mailto:el.jafari.el@gmail.com) | LinkedIn: [@eljafari](#) | Github: [@eljafari](#) | Portfolio: [eljafari.com](http://eljafari.com)

---

### Skills

HTML5, CSS3, JavaScript (ES6+), ReactJs, Redux, Node.js, Express.js, MySQL, MongoDB, RESTful APIs, PHP, jQuery, Unit test, Figma, SEO

### Professional Experience

#### **Vancouver Film School - Software Developer** | Sep 2022 - Present

- Integrated Redux for state management, crafting reusable React components refining wireframes into pixel-perfect web elements, in close collaboration with design and UX teams.
- Developed RESTful APIs in Node.js with JWT based authentication with MySQL.
- Contributed to maintaining existing Drupal-powered websites and upgrading to the latest version
- Created 60+ landing pages using HTML/CSS/JavaScript/PHP within Drupal.
- Established VFS Shop using the Shopify platform and customized CSS for Shopvfs.com.
- Furnished React concepts such as functional components, custom hooks, and states.
- Actively involved in automated and integration testing using Jest and Postman.

#### **Bekatec.ca - Marketing Web Developer** | Jul 2021 - Feb 2022

- Created landing pages with HTML, CSS, and JavaScript on WordPress.
- Conducted comprehensive website analysis and audits, generating reports to guide UI/UX improvements and prioritize page speed optimization.
- Ensured cross-browser and cross-platform compatibility through rigorous testing and troubleshooting.
- Managed the website's technical stack, including the hosting platform and WordPress environment.

#### **Sheypoor.com - Marketing Web Developer** | July 2019 - Dec 2020

- Worked with product engineering and marketing to improve site functionality, UX, and performance.
- Implemented static landing pages collaboratively using HTML/CSS/JavaScript.
- Utilized GTMetrix and Hotjar analyses to provide valuable guidance for front-end development.
- Executed 40+ A/B tests for landing pages and conducted thorough user acceptance testing.
- Managed full project cycles, from ideation to analytics, ensuring on-time delivery.
- Oversaw website event tracking using GA and Segment tag managers.

#### **Sheypoor.com - Digital Marketing Specialist** | August 2018 - June 2019

- Improved CRO through A/B testing using Google Analytics, Firebase, and Localytics, achieving a 30% increase in open rates and 4% higher conversion rates.
- Improved Google Ads (20% higher conversion rate) through keyword research and segmentation.
- Ensured SEO-friendly and user-centric digital properties and website

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

- Managed website promotions, optimizing through A/B testing and data analysis.
- Conducted thorough website audits, generating insightful reports and refining SEO strategies.
- Led a successful website refresh, resulting in improved online performance.

### Education

**CICCC - Diploma in Web Application Development** | Vancouver, BC, Canada | 2021-2023

**PNU - Bachelor's Degree in Information Technology Engineering** | Zanjan, Iran | 2008-2013