

# EYAL GRADY

## FULL STACK DEVELOPER

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### SUMMARY

Full stack developer with a strong foundation in Node.js, MongoDB, SQL, and front-end technologies including React and TypeScript. Proven ability to create engaging user interfaces, demonstrated by developing a successful online shopping site application. Graduated with honors in software development, bringing a commitment to excellence and a collaborative spirit to team environments. Eager to contribute skills and learn in a dynamic development role.

### KEY SKILLS

- Node.js
- MongoDB
- APIs
- SQL & MySQL databases
- JavaScript & TypeScript
- React
- Redux
- Sass
- Bootstrap
- MUI
- WordPress
- HTML & CSS

### EDUCATION

Full-Stack Web Developer – HackerU  
SEM Digital Campaign Manager - DIGITALENT  
B.A. in Communications, Dean's List - The Open University

### PROJECTS

Online shopping site management system - HackerU  
Developed a web application and website management system enabling content publishing, incorporating robust server-side integrations. Demonstrated full-stack development expertise by delivering a scalable, high-performance solution that met industry standards for functionality and security.

### WORK EXPERIENCE

- Email Marketing Manager – SodaStream International 2022-2023

Spearheaded an email marketing campaign that boosted customer engagement by 40%, driven by a 40% increase in open rates, a 25% rise in click-through rates (CTR), and a 15% improvement in conversion rates, achieved through A/B testing, email list segmentation, and personalized content tailored to customer preferences.
- Marcom Manager – Reidman College 2021-2022

Increased lead generation by 50% through a comprehensive multi-channel marketing strategy, including optimized digital campaigns, targeted social media efforts, enhanced SEO, and high-conversion content, tracked through CRM and analytics platforms.
- Marcom Manager - Open University 2019-2021

Increased site traffic and improved conversion ratios for registrants by managing and optimizing work plans across various media channels and advertising software, effectively coordinating cross-media campaigns that included posts, ads, videos, mailings, landing pages, and radio broadcasts.
- SEO Specialist & Content Manager - LIME Digital 2011-2018

Improved website visibility, driving a 50% increase in organic traffic year-over-year, with a 20% rise in click-through rates (CTR) and higher keyword rankings, achieved through a comprehensive SEO audit, content optimization, and technical SEO enhancements.

Languages  
English - Proficient | Hebrew - Native