

# FARANE JAVADI

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Toronto, ON

## EDUCATION

**BSc of Computer engineering /  
Software**

2007 - 2011

**MBA (intensive program)**

2015-2017

## COMPUTER SKILLS

**GitHub, Agile**

**Microsoft office**

**Photoshop, iMovie, Pixelmator Pro**

## PROGRAMMING LANGUAGES

**HTML**

**CSS3, Bootstrap**

**Javascript, jQuery, Sass**

**React**

## PROFESSIONAL DEVELOPMENT

**Advanced Google Analytics**

Google

**Buying and merchandising**

BoF (Business of Fashion)

**International commerce**

Shahid Beheshti university (Tehran, Iran)

**Management of fashion and luxury  
companies**

Bocconi university - Coursera (Spain)

## LANGUAGES

**French, English, Turkish, Persian**

## EXPERIENCE

**Front End developer**

2019-2020

Tehran (Iran)

- Using HTML5, CSS, Javascript and jQuery
- Building reusable code for future use
- Collaborated with product team members to implement new feature developments

**Junior Front End developer**

2018-2019

Tehran (Iran)

- Using HTML5, CSS, Bootstrap for website template

**International buyer - brand manager**

2016-2019

Digikala-Digistyle, Tehran (Iran)

- Merchandiser - Brand Manager and international buyer
- Defining our target market and advocating for the customer across the business and working with our customer and market insights team to build a comprehensive understanding of our key segments
- Manage a team of marketing people working on brand initiatives and Lead creative development to motivate the target audience to "take action"

**E-commerce and social media specialist**

2015-2016

Jeanswest-Banimode, Tehran (Iran)

- Develop, implement and manage our social media strategy and measure the success of every social media campaign with SEO and web traffic metrics
- Launching www.banimode.ir and directing all activities of developers, copywriters, and graphic designers to ensure careful adherence to predetermined strategies
- Managing the website content and analytics with Kentico CMS

**Computer engineer**

2013-2015

Tehran (Iran)

- Updating websites
- Developing maintenance procedures to encourage and ensure regular optimal productivity of the application