

# FERNANDO MORELLI

• FRONTEND WEB DEVELOPER •

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Frontend web developer with + 2 years of experience.

Clean code enthusiast with deep knowledge of UX/UI design and SEO tools/strategies.

Responsible, entrepreneurial, and with great ability for communication and teamwork.

## SKILLS

### Tech Stack

WordPress, Elementor, Cornerstone, JavaScript, HTML, CSS. Knowledge in React JS and backend with Node JS and Express JS.

### Design Tools:

Photoshop, Illustrator, Figma.

### Other Tools:

Git, Github, ClickUp, Trello, Slack, GA4, GTM, Lighthouse, Zapier.

## WORK EXPERIENCE

### Full Blast Creative, Edmonton, Canada - June 2024 - Present Day

#### Frontend Web Developer

- Created and maintained more than 30 fully responsive websites using WordPress and Cornerstone, increasing organic traffic by up to 25%.
- Integrated various platforms, including Zapier, Zoho, Gravity Forms, GA4, and GTM, to enhance functionality and data tracking capabilities.
- Assisted in enhancing the performance of over 30 websites, achieving an improvement of 20 points in Lighthouse scores.

### On Purpose Media, Edmonton, Canada - May 2023 - June 2024

#### Frontend Web Developer / Webdev Team Lead

- Developed +50 fully responsive websites using WordPress and Elementor. Provided maintenance and updates improving site's organic traffic up to +15%.
- Integrated various platforms such as Zapier, CallRail, Omnipoint, GA4, and GTM.
- Developed sites for Google campaign ads using HTML, CSS, and JavaScript.
- Improved the organization's workflow leading the web development department, implementing agile methodologies and achieving +20% finished tasks.

### Monitoring Center of the 911 Emergency System, Argentina - April 2022 - June 2023

#### Junior Frontend Developer

- Added several JS functionalities to the web interface used by the central.
- Assisted in the maintenance of the main central website using WordPress.

## EDUCATION

### Radium Rocket, Rosario, Argentina - 2022 (500hs)

#### Fullstack Web Development Bootcamp

### Ministry of Productive Development of the Nation - 2021 (350hs)

#### Introduction to Programming

## LANGUAGES

English C1 - Italian A1