

FERNANDO MORELLI

• FRONTEND WEB DEVELOPER •

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Frontend web developer with 3 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 - Feb 2022 - May 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