Fernanda Hirata

Software Developer

Self-taught full-stack software engineer with 6+ years in the tech industry in the product marketing and business fields.

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📍 São Paulo, Brazil. Open to relocate.

https://www.linkedin.com/in/fernandahirata/

fernandank - Overview

Software developer looking for remote jobs. 6+ years of professional experience in the tech industry (Meta, startups, VTEX, EBANX). - fernandank

○ https://github.com/fernandank

Skills and programming languages

- Python 3
- AJAX
- JSON
- HTML 5
- CSS
- API REST
- Node
- React.js
- JavaScript
- GIT
- PostgreSQL
- Tableau

Professional Experience

Extra:

Meta (Facebook and Instagram) | 2019

Partner Solutions Manager

Specialist for products like In-stream, CrowdTangle, and Creator Studio; providing product fast- feedback and tracking In-stream launching in the Brazilian market (adoption, revenue, and behavior in each vertical via Tableau dashboards).

Account manager responsible to guide the biggest LATAM partners. Driving strategic growth by delivering analytical reviews based on data and teaching best practices. Troubleshoot technical issues and communicate complex topics.

Project Manager for Rock in Rio 2019: IGTV series and Stories Channel. First Stories Channel (a hub where it's possible to sum content and audience of festival's performers/participants) in Latam and delivering the most viewed IGTV in Brazil (2019) (@anitta 10M)

Co-founded the Asians and Pacific Islanders Resource Group (APIs FBRG)

EBANX - Remessa Online (fintech) | 2022

Senior Product Marketing

Planned and executed quarterly marketing and awareness strategies to achieve the acquisition and retention goals, increasing +50% the gross revenue of the **capital contribution** product.

Acted as a main source of communication between sales, product, and clients, developing go-to-market campaigns, and extending partnerships with carbon credit companies and other currency exchange markets to BRL.

Design partnerships programs within the ecosystem, providing educational content about the external capital contribution

VTEX (e-commerce software) | 2019 - 2021

Partner Programs Relations

Developed the B2B partner program (ISV and SIs) marketing strategy, recognizing and improving the relationship between VTEX clients and offering top-notch solutions for their stores, with a simplified process that shortened the time to integration by +150%.

Cross-functional work, closely with the Product, CSM, and Network team, to focus on the main priorities of the quarter.

Marketed main events, release announcements, new features, and webinars, adapting the format due to covid-19, attracting more than 200 developers per session.

Created onboarding playbooks and structured the partner visibility in the platform and attracting new partners such as PayPal.

Education

Extra education:

UFSCar | 2013 - 2017

Bachelor in Industrial Engineering (incomplete)

- Working on projects for Cola-Cola, Saint-Gobain, 3D design in AutoCAD, and Game Engine to render.
- Softball team captain

The Amphibian Foundation | 2022 (Atlanta, GA)

Master Herpetologist

- Deep dive into an acclaimed and world-renowned course with Professors from Universities around the world (Berkeley, Melbourne, New South Wales and others in the USA)

Zero to Mastery | 2022 - Current

Complete Python Developer in 2023

A complete online course to update my previous Python knowledge from engineering. Creating 10+ projects in my GitHub repository

- Machine Learning, Data Science, processing files, testing and debugging, automation with Selenium, web scraper, and creating online Bots.

The Complete Web Developer in 2023

Web BootCamp to master modern Web with advanced classes in HTML5, CSS, and JavaScript.

- React, Redux, Machine Learning API, NodeJS, SQL, PostgreSQL, API REST, GIT.
- Build full-stack websites and applications, with best practices and new features of updated versions of the languages covered.

São Paulo University (USP) | 2018 - 2020

Bachelor's in Social Communication and Advertising

- Advanced writing, full-cycle advertising campaigns, design, and audiovisual productions.
- Final thesis recognized as top 5 written in the year

Certifications

2018 - CrowdTangle Certification from Meta

2013 - 2D and 3D designer in AutoCAD

Languages

SPEAKING PROFICIENCY

🇬🇧 English	■■■■■ Fluent
🇪🇸 Spanish	■■■■□ Advanced
🇧🇷 Portuguese	■■■■■ Native

Diversity projects

- Currently to rescue the indigenous endangered culture of Okinawa by taking Anthropology Courses and by being 1 of the 8 hajichi tattooers in the world
- Co-founded the API (Asian and Pacific Islanders at Meta)
- Participated in the Race Diversity group @VTEX