

# Francis Kodama

<https://www.linkedin.com/in/kodama>

Check out my portfolio: [fkodama.com](http://fkodama.com)

Ottawa, Canada

[fk@fkodama.com](mailto:fk@fkodama.com) | +1 343 297 4778

## FRONT-END DEVELOPER | PROBLEM-SOLVING

My goal is to change careers from Digital Marketing to Front-End Development, and now with almost two years of freelancing experience as a web developer, I'm confident to jump into a corporate environment.

Accomplished, motivated, and dynamic leader with 23 years of experience and expertise in product and project management, client service, and multifaceted collaboration in fast-paced environments. Adept at defining vision, developing strategies, and driving continuous improvement.

Front End Development  
Creative Problem Solving  
Keen Attention to Detail  
Product Management

Client Services  
Strategic Vision  
Stakeholder Engagement  
Data Analysis

Interpersonal Skills  
Proven Leader  
Growth Mindset  
Lifelong Learner

## EDUCATION & PROFESSIONAL DEVELOPMENT

**TECHNOLOGY PROFILE** | React | Next.js | JavaScript | CSS3 | SASS | HTML5 | Styled Components | Responsive Design | APIs | MongoDB | MongoDB Compass | GraphQL | Git | NPM | Figma | Firebase | Adobe XD, Adobe Photoshop, and Adobe Illustrator | Design Thinking | Agile | Jira.

**CERTIFICATIONS** | Agile Meets Design Thinking, **UNIVERSITY OF VIRGINIA** - 2021 | Product Strategy Sprint, **SKILLFUL INC. Canada** - 2022 | Digital Product Management Leadership, **TERA TREINAMENTOS** - 2021.

**FUDACAO GETULIO VARGAS** | Master of Business Information in Technology and Management

**ESPM ESCOLA SUPERIOR de PROPAGANDA e MARKETING** | Master's Degree in Marketing

**UC SAN DIEGO** | Certificate Program in Business Management

**CALIFORNIA STATE UNIVERSITY** | Leadership and Management

**UNIVERSIDADE CATOLICA de SANTOS** | Business Administration and Management

## PROFESSIONAL EXPERIENCE

**FKODAMA** | *Ottawa, Canada*

**IT Consultant** | *2021 - Present*

Seletos Website: <https://www.fkodama.com/dev/seletos> | Company in the education industry

- Utilized proven and demonstrated knowledge of HTML, CSS, and Vanilla JavaScript to build a comprehensive website.
- Created 100% of all content, strategic planning, design creation, fonts, and management of copywriting.
- Featured the use of Flexbox, Display Grid, animations, and responsiveness.

Mundial Website: <https://www.mundialcomunicacao.com.br/> | Company in the visual communication industry

- Ensured proper customer service, collaborating on a new communication, including the logo to a new website.
- Utilized vast knowledge of digital marketing to build a new website with keen attention to the user experience.
- Built with HTML and styled with modern CSS.

#### ***CIRCUS COMUNICACAO | Sao Paulo, Brazil***

##### ***Product Strategy Director | 2016 - 2020***

- Implemented a new digital product development process that reduced the time needed to build new projects by 20%.
- Through empowerment and collaboration, led the product team to combine technology and design to solve real customers' problems in a way that met the needs of the business of Circus' clients.
- Executed discovery process and product strategies, developed comprehensive product plans including timelines, resources, milestones and deliverables, and based on prioritization management, coordinated the backlog throughout projects.
- Delivered presentations and roadmaps about digital products proposed by Circus to key executives from different segments and industries, that clearly communicated product vision and alignment with their companies' values.

##### ***Planning and New Business Director | 2011 - 2015***

- Utilized a strong understanding of the sales and account management field to drive into new markets and gain new clients such as Walmart, Unilever, Hoteis.com, Speedo, Peugeot, Citroën, Y&R, and Gympass.
- Led strategic and long-term financial planning to drive into new markets and build pipelines with high-profile clients, including increasing agency revenue by 15% year over year growth.
- Created and implemented strategic communications plans and financial proposals, answered RFPs with an excellent winning rate of 6 out of 10.
- Developed and deployed new strategic marketing ideas aligned with business goals including management of projects from scope creation through completion.

#### ***WE WORK ENTERTAINMENT | Sao Paulo, Brazil***

##### ***Client Services Director | 2008 -2010***

- Established and implemented a comprehensive company culture, strategic vision, and business goals and objectives.
- Recruited, hired, and trained a talented team, including a team of freelancers driving core business operations.
- Collaborated with marketing professionals through serving as a key speaker at presentations, working with community leaders, and building key partnerships.

## **ADDITIONAL EXPERIENCE**

**OMNICOM GROUP - RAPP COLLINS** | CLIENT SERVICE DIRECTOR

**PEUGEOT CITROEN BRASIL** | ADVERTISING AND DIGITAL MARKETING MANAGER

## **LANGUAGES**

**English** - Fluent, **French** - Basic, **Spanish** - Intermediate, **Portuguese** - Native.