Francis Kodama

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Check out my portfolio: fkodama.com

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SOFTWARE DEVELOPER | PROBLEM-SOLVING

After a successful career transition, my goal is to leverage my passion for coding to seek new challenges and contribute to innovative projects. Now, with a proven track record in web development, I aim to consistently deliver high-quality solutions and drive impactful results. Eager to join a dynamic team, I am dedicated to making a lasting impact through my continuous learning mindset and relentless pursuit of excellence.

Accomplished, motivated, and dynamic leader with 24 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 Polyvalence	Interpersonal Skills Proven Leader Growth Mindset Lifelong Learner

EDUCATION & PROFESSIONAL DEVELOPMENT

TECHNOLOGY PROFILE | React | Next.js | TypeScript | JavaScript | CSS3 | SASS | HTML5 | Styled Components | Tailwind | Responsive Design | Arcadier Markeplace | APIs | Retool | Redis | Firebase | MongoDB | Airtable | Prisma | GraphQL | Git | NPM/Yarn | Figma | Adobe XD, Photoshop, and 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

THE LNK | Toronto, Canada

Software Developer | August 2022 - Present - https://www.shopthelnk.com | Global Fashion Marketplace

- Built a custom shopping bag provider and its methods (cartDetails, addProduct, removeProduct, clearCart, getCartTotalPrice, getShippingPrice, increaseQtdProduct, and decreaseQtdProduct).
- Worked with Stripe's use-shopping-cart library to manage a checkout flow and integrate with Spreedly.
- Experience configuring and working with Algolia's React InstantSearch hook, created a new UI search bar, Sort and filters by category, price range, sizes, and brand. Also implemented product recommendations.

- Wrote a Node.js script to get product objects from an Airtable database, get image file URLs, convert them to blobs, save them in Firebase Storage, and back a new URL from Firebase to Airtable.
- Styled websites using Styled Components, Reflexbox Rebass, Tailwind, and pure CSS, and also conducted bug investigations and implemented effective solutions.
- Other Achievements: Developed APIs for data manipulation in our databases, crafted a Shopify App for streamlined brand onboarding, implemented custom breadcrumbs, integrated product zoom lightbox functionality, etc. Main tech stack: React, Next.js, Typescript, Javascript, Node.js, Retool, Redis, Firebase, Arcadier, Reflexbox, Tailwind, and Styled Components.

FKODAMA | Ottawa, Canada

IT Consultant | 2021 - July 2022

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

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

- During this time, I built comprehensive websites for Brazilian brands using HTML, CSS, and Vanilla JavaScript. In addition to strategic planning for the brands, I was responsible for creating all content, including copywriting, design creation, and website development. To ensure user-friendliness, I employed modern responsiveness techniques and concepts such as Flexbox, Display Grid, and animations.

CIRCUS COMUNICACAO | Sao Paulo, Brazil

General Director (co-founder) | 2016 - 2020

- 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.
- I utilized my proven and demonstrated knowledge of the tech and media markets to ensure business flexibility and responsiveness to changing industry demands.
- 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.
- Managed comprehensive launch of employee programs including workshops, courses, and social debates establishing a clear company culture for 26 employees and some freelancers.

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.
- Created and implemented strategic communications plans and financial proposals, answered RFPs with an excellent winning rate of 6 out of 10.

ADDITIONAL EXPERIENCE

WE WORK ENTERTAINMENT | CLIENT SERVICE DIRECTOR

OMNICOM GROUP - RAPP COLLINS | CLIENT SERVICE DIRECTOR

PEUGEOT CITROEN BRASIL | ADVERTISING AND DIGITAL MARKETING MANAGER

LANGUAGES

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