

# Francis Kodama

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

Ottawa, Canada

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

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## FRONT-END DEVELOPER | PROBLEM-SOLVING

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. The career track includes contributing to high-performance work cultures with a demonstrated ability to partner throughout all levels of the organization. With a year and a half of freelancing experience, I am seeking a change in career to Front-End Developer.

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 | JavaScript | CSS3 | Responsive Design | SASS | HTML5 | SEO | APIs | Git | NPM | Figma | Adobe XD | Adobe Photoshop | Adobe Illustrator | 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

**SELF-EMPLOYED IT CONSULTANT** | *Ottawa, Canada*

**Freelance 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 ESTRATEGICA | Sao Paulo, Brazil***

#### ***Director-General | 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.
- Implemented a new digital product development process that reduced the time needed to build new projects by 20%.
- Utilized proven and demonstrated knowledge of the tech and media markets to ensure business flexibility and response to changing industry demands.
- Built and sustained a strong, working relationship with the Board of Directors, staff, partners, and clients to maintain consistency and transparency.
- 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.
- Coordinated and collaborated with diverse teams participating in RFPs, leading to new contracts and business growth.
- 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.