Giovanna Atademos

Front End Developer

✉ gioatademos@gmail.com   📞 0449 008 188   📍 Sutherland, NSW

in/giovanna-atademos   🌐 gioatademos.com   /gioatademos

Profile

Web Developer with 4+ years of experience building responsive, user-focused websites using HTML, CSS, and JavaScript. Strong problem-solver with experience implementing features, debugging issues, and optimizing performance across multiple platforms. Currently expanding skills in React, Next.js, and Python through hands-on projects. Passionate about clean code, accessibility, and continuous learning.

Key Achievements

- Delivered a full digital rebuild for a legal services client, increasing mobile performance by 48% and driving a measurable lift in conversion rates through structured testing and optimization.
- Integrated advanced schema, AEO, and SEO strategies, resulting in +35% organic search growth and improved content discoverability across search and AI surfaces.
- Automated personalized email journeys and lead capture workflows, improving user retention and campaign efficiency.
- Collaborated cross-functionally with marketing, design, and development teams to launch and optimize websites under tight deadlines, ensuring data-driven decision-making at each stage of the process.
- Led multiple A/B testing initiatives to identify high-impact UX and content improvements, directly contributing to increased engagement and user adoption.

Work Experience

Aug 2024 - Current
Chasing Albert | Kogarah, NSW

Digital Producer | Web Developer

- Led end-to-end content updates and technical optimizations across multiple WordPress sites, driving adoption and improving overall user experience.
- Designed and developed fully responsive websites across Wix, WordPress, Webflow, and Shopify, including advanced theme customizations with Webpack 5, SASS, HTML, PHP, and SCSS for precise, breakpoint-specific layout control.
- Planned and executed structured A/B testing and personalization experiments across key landing pages and customer touchpoints, resulting in measurable improvements in engagement and retention.
- Developed and maintained experimentation roadmaps, partnering with marketing, design, and strategy teams to prioritize high-impact opportunities.
- Executed automated email campaigns and integrated tracking through GTM, GA4, and CRM tools to analyze performance and guide optimization decisions.
- Delivered weekly performance reports with actionable insights, aligning experimentation results with marketing and growth KPIs.
- Implemented and customized schema markup and metadata to boost organic visibility, CTR, and AI search readiness.
- Conducted keyword research, AEO strategies, and structured data optimization to support long-term growth initiatives.
- Integrated Google Ads, Tag Manager, and Pixels to support full-funnel conversion tracking and attribution.
- Standardized development workflows and testing processes using Monday.com, ensuring transparency and faster iteration cycles.
- Continuously adopted and integrated AI and automation tools to accelerate experimentation, streamline workflows, and enhance campaign efficiency.

🎓 Education

Certification of Fulll Stack Developer
Code Academy
Sydney | In Progress

Search Marketing Specialist
Digital Marketing Institute
Sydney | Completed in 2025

Master of Information Technology
King's Own Institute
Sydney | Completed in 2023

Diploma of Digital Media Technologies
Australian College of Business Intelligence
Sydney | Completed in 2021

Certificate IV Marketing & Communication
Australian College of Business Intelligence
Sydney | Completed in 2018

Cambridge FCE
Greenwich College
Sydney | Completed in 2018

Bachelor of Information Systems
Fundacao Santo Andre
Brazil | Completed in 2016

🗣 Language

English   Portuguese   Spanish

⚙️ Technical Skills

Web Development & Technical

- **Frontend:**
  HTML, CSS, JavaScript, Responsive Design, Accessibility

- **Frameworks & Libraries:**
  React (basic) • Next.js (basic)

- **Backend & Data:**
  Node.js (basic), Python (basic), SQL

- **Tools:**
  Git • GitHub • Chrome DevTools

AI Tools

- Chat GPT/ Gemini/ Perplexity / Claude
- Builder.io / Base 44

Digital Platforms & Martech Stack

- **CMS:** WordPress (Elementor, Divi), Wix Studio (Velo), Webflow, Shopify

- **CRM & Automation:** HubSpot, MailerLite, MailChimp, Active Campaign, Gravity Forms, Brave, Contact Form 7, Zapier

- **Analytics & Tracking:** Google Analytics (GA4), Google Tag Manager, Facebook Pixel, Google Search Console, SEMrush

- **SEO & Performance:** Yoast SEO, PageSpeed Insights, GTmetrix, schema markup & structured data tools

Digital Marketing & Advertising Platforms

- Google Ads (Search, Display, Retargeting)
- LinkedIn Ads
- Meta Business Suite (Facebook & Instagram Ads)
- Campaign tracking and performance reporting

Productivity & Collaboration

- Microsoft Office 365 (Inc. Excel VBA)
- Google Workspace / Apple iWork
- Monday.com, Slack, Trello

📖 Reference

Cashing Albert
Isabelle Cant - 0488 003 395

Fassa Digital
Fabricio Masson - 0406 515 404

Noritake
Steven Yeend - 0414 549 696

Aug 2021 - May 2024
Fassa Digital | Alexandria, NSW

Digital Producer | Web Developer

- Designed and developed websites using Wix's drag-and-drop editor with Velo's coding capabilities and WordPress with Divi Theme Builder, applying Agile methodologies to deliver scalable and high-performing experiences.
- Implemented custom functionalities using JavaScript, APIs, and platform-specific features to extend core capabilities and optimize for unique client requirements.
- Ensured responsiveness, accessibility, and cross-browser compatibility through structured testing processes and iterative improvements.
- Led on-page experimentation initiatives, including A/B testing of layouts and content variations, resulting in improved engagement and conversion rates.
- Integrated third-party services and APIs to enhance functionality, personalization, and user experience across multiple digital surfaces.
- Developed dynamic content and interactive elements using JavaScript and other front-end technologies to support growth and engagement strategies.
- Collaborated closely with designers and strategists to translate UI/UX concepts into optimized, data-driven user journeys.
- Optimized website performance for speed, efficiency, and SEO, contributing to stronger organic visibility and improved retention metrics.
- Conducted QA testing, debugging, and iterative refinements to ensure smooth, high-quality user experiences across devices and platforms.
- Managed and maintained content updates, multimedia assets, and campaigns with a focus on conversion optimization and user adoption.
- Communicated directly with clients to gather requirements, provide strategic recommendations, and report on performance outcomes.
- Provided technical support and troubleshooting, ensuring issues were resolved promptly to maintain platform stability and performance.
- Stayed current with emerging web technologies, UX best practices, and experimentation frameworks to continuously enhance digital experiences.

2021 - 2022
Noritake Australia | Matraville, NSW

eCommerce Manager

- Deliver exceptional level of customer service
- Update, manage & maintain website
- Data analysis to increase sales
- Run sales campaigns
- Implemented features such as PayPal in 4, BOGO, Smart Coupons on the website
- Implemented Express Delivery on the website
- Optimized Social Media Platforms
- Optimized invoicing system and process
- Optimized warehouse system and process
- Optimized SEO

2015 - 2017
T-Systems | Sao Paulo, Brazil

Assistant Customer Support

- Management of the products VALIDAT, LINCS, DSH Ford and e-Collaboration
- Customer portfolio management of Systems Information products
- Management of existing contracts and customers
- Management of new contracts and contracts' variations
- Development of tendering responses for Requests For Quotes
- Data collection and analysis for system implementation

2014 - 2015
T-Systems | Sao Paulo, Brazil

Systems Support Junior

- Remote dealer support from installation to the use of the Electronic Data Interchange (EDI)
- Daily monitoring of the files transferred between the dealers and the automakers (Volkswagen, Mercedes-Benz e Audi), through the Mainframe
- System administration and configuration for the query portal
- Generation of reports of annual, monthly, and weekly activities
- Provide customer support following Service Level Agreement
- Support of the SpedPlus Invoice System from the installation to configuration of the system
- Installation, configuration, and maintenance of the Database, using SQL Server
- Creation of scripts to fix bugs and extract data.