



# Giovanna Atademos

## Web Developer

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 Sutherland, NSW


## Profile

Digital Producer & Web Developer with 4+ years of experience delivering high-performing, user-focused digital experiences. Skilled in managing websites, CRM, and marketing automation tools to drive engagement and conversions. Strong technical foundation in WordPress, SEO, and analytics, combined with proven ability to collaborate with cross-functional teams to execute digital strategies. Passionate about using data insights to improve customer journeys and business outcomes.

## 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

- **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
- **Diploma of Enterprise Resource Planning**  
*Australian College of Business Intelligence*  
Sydney | Completed in 2019
- **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



## Soft Skills

- Fast Learning
- Multitasking
- Hardworking
- Well Organized
- Responsible
- Punctual

## Technical Skills

### Productivity & Collaboration

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

### 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

### Creative & Content Tools

- Adobe Photoshop, Illustrator, XD, Canva, Figma
- Video & asset optimization for web and social

### Web Development & Technical

- HTML, CSS, JavaScript, PHP
- React.js, Node.js, Vue.js, Express.js
- GitHub (Version Control)

### AI Tools

- Chat GPT/ Gemini/ Perplexity / Claude
- Builder.io
- Blaze / Sintra

## 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, LINCOS, 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.