Adriana Paiva

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Portfolio: itsadrianapaiva.com | GitHub: github.com/itsadrianapaiva
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PROFESSIONAL SUMMARY

Software Developer specialized in web applications, backed by **8 years** in project management and digital strategy within the **USA** marketing industry. Implemented and developed marketing projects with **99%** client satisfaction and achieved **58%** annual ROI growth, showcasing a high level of adaptability and client focus. Expertise in **Front-end** development using **TypeScript** , **React.js and Node.js.**

CORE COMPETENCIES

PROGRAMMING LANGUAGES : JavaScript | TypeScript | Python
FRAMEWORKS: React.js | Next.js | Express.js
BACK-END: Node.js | REST APIs
DATABASES & DATA: SQL | MySQL | MongoDB
DEVELOPER TOOLS: Git | GitHub | Google Cloud Services
MARKETING STACK: Google Analytics | SEO | Figma | Slack
SPEAKING LANGUAGES: Portuguese (C2) | English (C2) | Spanish (B1)

PROJECTS

Construction Web Application
TypeScript, React.js, Node.js - Current
Developing an estimate calculator and invoice generator which can increase in **80%** stakeholders productivity and streamline customer acquisition.

Brainwave Web Page
TypeScript, React.js, Node.js - 2024
Implemented advanced UI/UX design principles increasing awareness on an AI digital product.

PROFESSIONAL EXPERIENCE

Software Developer
Independent Consultant - Toronto, Canada | May 2024 - Present
- Designed and implemented **20+** end-to-end web applications ensuring seamless interaction between **front-end** and **back-end** systems.
- Contribute to **open source** projects on GitHub by developing features, fixing bugs, and improving documentation.
- Debugged, enhanced and maintained applications, driving continuous improvements and delivering an exceptional **user experience** across the development lifecycle.

Creative Director & Digital Strategist
Independent Consultant - Texas, United States | 2016 - 2024
- Implemented data-driven strategies driving a **20%** improvement in client conversion rates.
- Collaborated with over **168 teams** throughout the years to execute **omni-channel marketing** initiatives.
- Maintained **8-17%** repeat business rate over **8 years**, demonstrating strong client satisfaction.

EDUCATION & CERTIFICATES

Full-Stack Development | 2024
FreeCodeCamp - USA

Bachelor of Science | 2012 - 2014
Major: Mechanical Engineering
Pontifícia Universidade Católica - MG/Brazil