

Jitka Moreira

Location: Prague/Berlin

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Professional profile

A proactive and dynamic professional with a background in the tech industry. Passionate about building programming skills. Experience in leading complex initiatives, worked +5 years for global and small companies, and managed end-to-end projects. Experienced in decision-making, agile methodology, stakeholder management, and tech products. Analytical mindset, business acumen, skilled in the ownership of customer experience. An empathic communicator, speaking three European languages.

Career summary

2021 - present **Full-Stack Web Developer candidate, ESMT Berlin**
(ESMT Berlin Coding Bootcamp Program).

- **Stack:** HTML, CSS and CSS frameworks, Git, JavaScript, Web APIs, Third Party APIs, Server Side APIs, Node.js, OOP, Express, MySQL, MVC, NoSQL, PWA, React, MERN, State
- **Portfolio:** [link](#)
- **GitHub:** [link](#)
- **Experience:** acquiring latest web development technologies, frameworks and market skills for the field of web development. Building a portfolio of web applications.

2016-2020 **Senior Web Content, Avast Software**
(1.800 employees globally, 873.1€m revenue, and 461.5€m operating income in 2019).

- **Assignments:** coordinated multiple stakeholders such as web developers (JavaScript, PHP), visual design, UX design, product and content teams to define needs and develop solutions that improve the conversion rate.
- **Leadership:** fully guiding web projects by working with web developers and other teams to define needs and develop solutions for SMB web products.
- **User experience:** hands on definition of user journey and user experience.

2018-date **Product Owner/Co-Founder, The Upper Farms**
(e-commerce platform/pet project)

Prague, Czech Republic.

- **Platform:** WordPress (WooCommerce plugin), payment gate: Stripe
- **Product management:** breakdown of activities in working packages, with timelines, and assignment of roles and responsibilities using Asana. Definition of readiness. Controlling the development of the tasks and solving bottlenecks. Testing.

2015-2016 **Senior Web Content Specialist, AVG Technologies**
(1.500 employees globally, 428€m revenue, and 200€m operating income in 2015).

Prague, Czech Republic

- **Partner & SMB websites:** initiation, coordination, implementation and supervision of tasks to multiple stakeholders from web developers, visual design, product and content teams to re-design and improve small and medium business (SMB) online products.

2014-2015 Digital Marketing Analyst & Lecturer, **PrimaFuture.cz s.r.o.**
(Online agency, startup, 10 employees)

Prague, Czech Republic

- **Lecturing:** teaching web analytics (Google Analytics, Google Search Console) as a part of a retraining program in Online Marketing. Topics covered: User Account Set-Up, Real-time, Audience, Acquisition, Behaviour, Conversions metrics.
- **Authorship:** company's blog with articles focused on web analytics ([link](#)).
- **Web audits:** carrying out web audits (focus on SEO, UX) for company's clients.

2012-2013 Digital Marketing, **Hubert Burda Media**
(10.300 employees globally, 2.8€b revenue in 2019).

Prague, Czech Republic

- **Stakeholder management:** coordinating projects with an extensive number of stakeholders (web developers (JS, PHP), UX designers, visual designers, editors, external clients).

Education and qualifications

ESMT Coding Bootcamp (present): Full Stack Web Developer Program. ESMT Berlin.
Teaches front-end and back-end technologies through a dynamic full-stack curriculum, including HTML5, CSS3, JavaScript, jQuery, Java, Bootstrap, Express.js, React.js, Node.js, Database Theory, MongoDB, MySQL, Git, and more.

Master (graduated 2010): Charles University, PedF, Prague, Czechia.

Master exchange (2008): University College, Dublin, Ireland.

Certifications:

- CS50, Computer Science. Harvard University. (complete in Q1 2022)
- The Python Mega Course: Build 10 Real World Applications.
- Learn Python Programming Masterclass.
- Advanced Product Management: Leadership & Communication. May 2020
- Agile Project Management: Scrum Step by Step with Examples. March 2020
- Product Management with Lean, Agile and System Design Thinking. Boston University, part of MicroMasters Program. 2019
- Scrum Training Online Course by Paul Ashun. 2019
- Google Analytics (Dobry Web, Prague). 2015

Personal development

Consultant (2016): **Peblo.cz:** website audit and series of consultations of user experience and user flows.

Lecturer: **Primakurzy.cz** : lecturing of a 4-day course of web analytics (Google Analytics).

Participation in events:

- Ladies' Coding Night, 2021 Prague
- Product Camp, 2019 Berlin
- Meetups: Product Management People, Women Who Code Berlin
- Member of Prague UX Association, (since 2016)

Volunteering

Regular financial support of Handipet Rescue CZ. Support for various dog shelters and organizations defending animal rights (financial, walking dogs, rescuing dogs).

Personal details

Languages: Fluent English, intermediate German, basic Portuguese, native Czech.