

# MADELEINE NOVAK

**Junior React web developer pivoting from previous experience in application solutions and content/e-commerce management.**

## TECH

- Programming Languages (HTML, CSS, JavaScript, TypeScript, Python)
- Front-End Development (React.js, Tailwind CSS, Material UI Framework, Vite)
- Content Management Systems (Sanity CMS, Kentico, WordPress)
- Databases (Firebase Realtime)
- Version Control and Collaboration (Git, Azure DevOps)
- Build Tools and Testing (Babel, Jasmine)
- Deployment and Hosting (Vercel, Netlify)
- Design and Graphics (Figma, Adobe XD)

## EXPERIENCE

**St Vincent's  
Health  
Australia**  
May 2021-  
Present

### **Application Solution Specialist**

Originally contracted to develop the information architecture and build templates with their external agency. Ensuring all content across the site migration was implemented using Kentico CMS v. 13 for internal and external stakeholders.

Currently functioning in project management - working with UX designers and full stack developers to develop campaign pages, reusable functional widgets and a platform upgrade.

Creation of documentation of processes and educational sessions for internal stakeholders. Training new hospital marketing personnel on Kentico.

Building out all content on Kentico of the completely new St Vincent's Care Services site - <http://svcs.org.au>. Expansion of Maternity, Orthopaedics and Cardiac leadership content restructures.

**Langton's**

Dec 2017–  
Jan 2021

**Digital Content Coordinator**

Social Media (Facebook, Instagram & LinkedIn via Hootsuite, Planoly, Facebook Creator Studio) growth & community management. Increasing socials to 5.8k Instagram, 5.3k Facebook & 1.4k LinkedIn organically.

Organising creative to ensure a seamless experience from edm, social channels and optimisation for different devices.

Coordination of homepage, articles, EDM landing pages & merchandising ranges for promotion.

Management and delivery of brand assets and marketing materials to external stakeholders to support campaigns including Langton's Classification of Fine Wine VII.

**Leona****Edmiston**

June 2017 –  
September  
2017

**E-Commerce Manager**

Managed Leona Edmiston Online Store including uploading new arrivals, merchandising & site design.

Ensured the Online Store was functionally operational overseeing orders, returns, customer service and tracking stock movements.

Implemented streamlined online credit system reducing customer service time and increasing satisfaction.

Successful deployment to Myer Online Concession Store channel – increasing sales and brand awareness.

**Wardrobelust**

Dec 2013 –  
March 2017

**Owner & Creative Director**

Founded Wardrobelust, an online fast fashion boutique with a seamless ecommerce experience for customers.

Managing all aspects of the business from inception– buying, content creation (flatlays, photoshoots) social media, marketing, logistics, stock management.

\$50,000+ annual turnover, debt free bootstrapped online. 23k followers, 1.5k facebook fans and 28 5-Star reviews, 1k email subscribers over 3 years.

## **Foxtel**

Dec 2012 –  
Dec 2013

## **Content Producer**

Managing websites FOX8 and Arena, updating and creating content from third party sources. Applying SEO and UX principles to maximise traffic.

Executed key digital campaign on Australia's Next Top Model 8, driving large traffic numbers and achieving sponsor ROI goals.

## **STRENGTHS**

- Project Management
- JavaScript Proficiency
- Component-based Architecture
- Responsive Web Design
- Version Control
- Problem-Solving Skills
- Learning Agility
- Team Collaboration
- Attention to Detail
- Continuous Improvement

## **EDUCATION**

### **SCRIMBA**

2022 – 2023

Front End Developer Path

### **OTEN**

2013 – 2014




Certification IV,  
Small Business Management

### **UTS**

2008 – 2010

Bachelor's Degree of Arts Communication  
(Information and Media)

## **CONTACT**

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