madeleinejnovak@gmail.com | http://maddie.codes | http://linkedin.com/in/maddienovak

MADELEINE NOVAK

Developer Transitioning from Web Production and E-commerce Management.

TECH

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

EXPERIENCE

Cardigan Studios
June 2024-Present

Internship

Assisting on projects utilising React for building user interfaces, Next.js for server-side rendering and static site generation, and Tailwind CSS for styling. Managing content through Sanity CMS.

St Vincent's Health Australia
May 2021-Present

Web Producer

Developing the information architecture and build templates 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.

Expansion of Maternity, Orthopaedics and Cardiac leadership content restructures. Build of SV Care Services website..

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 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 via Magneto CMS.

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

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 e-commerce experience for customers.

Managing all aspects of the business from inception- buying, content creation (flatlays, photoshoots) social media, marketing, logistics, stock management and CMS management through shopify.

$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 via Umbraco CMS. 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

madeleinejnovak@gmail.com
http://linkedin.com/in/maddienovak
http://maddie.codes