


Personal Information

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 marianaamaroferreira

Portfolio & Code

marianaferreiradev.com

mareeanamaro

Skills

- **Front-End Development:** HTML, CSS, HTTP Request/Response, jQuery, Ajax
- **Programming Languages:** Javascript
- **Databases:** NoSQL(MongoDB), Mongoose.js
- **Version Control:** Git, Github
- **Servers:** Express, Node.js
- **Frameworks:** React, Bootstrap

Languages

Portuguese

Native

English

Fluent

French

Proficient

Education

Full-Stack Web Development /
CareerFoundry (2022)

Master's Degree in International
Economics and Management /
University of Porto (2012-2014)

Erasmus Semester / Paris Dauphine
- PSL (2011)

Bachelor's Degree in Economics /
University of Porto (2007-2011)

Mariana Ferreira

Full-Stack Javascript Developer

Profile

Proactive and hands-on full-stack Javascript developer with a varied background spanning Product Marketing, Field Marketing and Events. Has experience in team leadership, project management and in adapting solutions to the right audience. Eager to bring my collaboration and analytical skills to this new phase of my work life. Proven track record of accruing responsibilities quickly after starting a new role.

Experience

Web Dev Projects / CareerFoundry

November 2021 - August 2022

- Intensive project-based full-stack training program with a focus on Javascript and the MERN stack.
- Developed Flicking through Flicks, a movie database app, including server-side and client-side components, using a MongoDB database, Express/Axios and Node.js for the server / API component and React for the front-end. View project [here](#).
- Designed the Meet app, a progressive web app built in React, using the Google OAuth2 protocol and AWS serverless functions. View project [here](#).
- Built Chatterbox, a mobile chat app written in React Native, with the database stored in Cloud Firestore. View project [here](#).

Promotions and Events Manager / Isagenix

March 2022 - Now

- Simplified processes and brought teams together to ensure a steady cadence of events and promotions across Europe
- Spearhead the planning and execution of all events and incentive trips, leading to increased motivation across our markets
- Oversee the Marketing and Communications plan for all Field and Sales Programs, ensuring high visibility and higher clarity

Events Manager / Isagenix

July 2019 - February 2022

- Led the transition into virtual and hybrid events, by procuring new skills and tools and training others, so that field training and community continued throughout the pandemic
- Before 2020, ensured high level of success in events and trips by leveraging best skills across the team to create successful and fulfilling experiences for up to 700 participants
- Led events from inception to execution, including content creation and curation, speaker relations, budgeting, logistics and assisting with direction on the day

Marketing Coordinator / Isagenix

September 2018 - June 2019

- Created MarComms plans taking care to adapt solutions to the different products and audiences, to guarantee each message is found by the right people
- Organised resources by country and language, making materials easier to find and keep updated
- Executed copywriting and design briefing to ensure all materials look their best and messages are clear and captivating

Experience

TV Marketing Manager / NOS SGPS

August 2016 – August 2018

- Consolidated process based on a single point of contact per department to tighten the creation and review of marketing materials, leading to decreased stress across the teams
- Expanded breadth and depth of cross-promotional campaigns through a plan of process streamlining and enhanced coordination with other Marketing departments
- Reviewed and implemented new and enhanced relationship marketing direct communications with an improvement of 30% in opening rates
- Digitized loyalty card and phased out physical version, leading to a cut of 40% in costs

Product Manager for Wireless Solutions / NOS SGPS

September 2013 – July 2016

- Increased overall retention rate for all Wireless solution products by 13% by coordinating proactive and reactive retention campaigns
- Created retention-focused customer journeys, addressing and resolving pain points which resulted in higher retention rates
- Ensured smooth running of annual price increase guaranteeing company compliance and customer satisfaction