

## Personal Information

SE London, UK

07853583149

mariana.amfr@gmail.com

## Portfolio & Coding

[marianaferreiradev.com](https://marianaferreiradev.com)

mareeanamaro

## Skills

### Front-End Development

HTML, CSS, HTTP

Request/Response, jQuery, Ajax

### Programming Languages

Javascript ES6

### Databases

SQL, NoSQL(MongoDB),

Mongoose.js

### Version Control

Git, Express, Node.js

### Frameworks

React, Bootstrap, Angular

## 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)

# 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 9 years of experience and strong collaboration, communication and project management skills. Has strong organizational and analytical skills and eager to bring these forward into this new phase of her work life. Currently leads team of two leading all Field Marketing, including Events and Promotions. Was promoted twice within 3.5 years in new field, the first time 9 months after starting at the company.

## Projects

### Flicking Through Flicks / CareerFoundry

2022

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 back end and API components and React for the front-end. View project [here](#).

### Meet App / CareerFoundry

2022

Designed the Meet app, a progressive web application built in React, using the Google OAuth2 protocol and the Sass AWS serverless functions. The project was built using a test-based approach, including unit tests, as well as integration, end-to-end and user acceptance tests. View project [here](#).

### Chatterbox / CareerFoundry

2022

Built Chatterbox, a mobile app written in React Native, with the database stored in Cloud Firestore. View project [here](#).

## Work Experience

### Promotions and Events Manager / Isagenix

March 2022 - Present

- Simplifying processes and bringing 4 teams together to ensure a steady cadence of events and promotions across Europe (three events and major promotion a quarter) despite the physical distance between the markets and teams
- Spearheading the planning and execution of all events and incentive trips, leading to increased motivation across our markets and an uptick of 10pp in retention rates
- Overseeing the Marketing and Communications plan for all Field and Sales Programs, ensuring high visibility and higher clarity in order to increase efficiency. This led to a 15% drop in calls to the Sales and Customer Service teams.

## **Bachelor's Degree in Economics**

University of Porto (2007-2011)

### **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

### **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
- Under the agile based Digital Transformation project, 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