Gabriela Barreira

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PROFILE

Product-minded web professional with 4+ years of experience bridging marketing strategy and technical execution for digital commerce experiences. Proven track record collaborating with cross-functional teams to deliver user-centered solutions that drive engagement and business growth. Skilled at translating customer needs into actionable product requirements, conducting data-driven optimization, and partnering with designers and developers to build elegant digital experiences. Experienced with eCommerce platforms, A/B testing, and agile iteration.

SKILLS

Product & Strategy: User research & feedback analysis, A/B testing, Product requirements, User stories, Analytics-driven optimization, Customer journey mapping, Feature prioritization
Technical: JavaScript, CSS3, HTML5, WordPress, Webflow, Contentful, Google Analytics, SQL, API integrations, Responsive design
Collaboration: Cross-functional team coordination, Designer-developer partnership, Stakeholder communication, Agile workflows

EXPERIENCE

Junior Developer & Web Content Manager | Precision Nutrition
JUL 2020 - PRESENT, REMOTE
- Partner with marketing and development teams to plan, prioritize, and execute digital product features for health and nutrition platform serving 100,000+ monthly visitors
- Lead discovery and requirements gathering for new features through customer feedback analysis, data review, and stakeholder collaboration to inform product decisions
- Write clear user stories and technical specifications that translate business needs into actionable development work
- Conduct user research and analyze behavioral data to identify optimization opportunities and measure feature success
- Build and iterate on custom components using CSS, JavaScript, and HTML based on user feedback and performance metrics
- Execute comprehensive QA testing including user acceptance testing, cross-browser compatibility, and performance validation
- Collaborate with designers to ensure design outputs align with technical constraints and user experience best practices
- Coordinate with external vendors for technical implementations and platform integrations
- Create detailed analytics reports tracking user engagement, conversion metrics, and feature performance to inform iteration

Web Marketing Coordinator | EF Educational Tours
JUL 2019 - JUN 2020, TORONTO, ON
- Built analytics dashboards using SQL and Google Analytics to measure product effectiveness and inform optimization strategy
- Designed and executed A/B testing experiments to improve conversion rates and user experience across marketing pages

- Collaborated with global cross-functional teams to scope, build, test, and deploy web features and email campaigns
- Gathered stakeholder requirements and managed project timelines ensuring timely delivery of digital products
- Provided data-driven reporting with actionable recommendations for continuous product improvement

e-Commerce Manager | BOXPT Equipment

JAN 2018 - JUN 2019, PORTO, PORTUGAL

- Served as product owner for company website and eCommerce experience, managing end-to-end digital product lifecycle
- Designed and built custom eCommerce features using CSS, JavaScript, and HTML to improve product discovery and conversion
- Managed content strategy and approval workflows, coordinating with stakeholders to ensure consistent user experience
- Created custom widgets and templates to enhance site functionality and user engagement
- Analyzed user behavior and website performance data to identify and prioritize product improvements
- Delivered quarterly performance reports with actionable insights for improving eCommerce experience

EDUCATION

BrainStation | Diploma, Software Engineering

NOV 2024 - FEB 2025, REMOTE

Aveiro University | Bachelors in Media and Communication Technologies

2010 - 2014, AVEIRO, PORTUGAL