Netti Worms

Full-Stack Web Developer

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Berlin, Germany
(open for remote work)

netti-w.github.io/portfolio-website
github.com/netti-w

Summary

Full-Stack Web Developer with profound knowledge in CRM Marketing and CRM Tech, experienced in cross-departmental collaborations with the product, development and data team. Skilled at enhancing CRM systems via third party APIs, team lead experience and in-depth knowledge in email coding with HTML, CSS. Looking for enriching knowledge in programming languages and technologies in an international company, committed to make a positive environmental, educational, social impact.

WEB DEVELOPEMENT SKILLS

Frontend
- Building websites from scratch with HTML5, CSS3, Javascript
- Code linting, cross-browser & accessibility testing
- Frameworks: React, Angular, jQuery, Bootstrap
- Test-driven development: unit-testing (Jest), integration-testing (Cucumber), end-to-end testing (Puppeteer) & Behaviour-driven development (Gherkin)
- Building mobile apps with React Native and Expo
- AJAX

Backend
- Node.js, Express
- API, RESTful, JSON
- Relational & non-relational databases (MongoDB, PostgreSQL)
- JWT Authentication and Authorization with Password middleware
- Local data storage with AWS, Google Firestore

TOOLS
Github
Postman
Trello
Confluence
Twilio
Iterable
Mailchimp
Mandrill
Zapier
MS Office

EDUCATION

Full-Stack Web Developer
CareerFoundry, 05/2012 - 11/2012

Bachelor of Arts
HWR Berlin, 04/2008 - 03/2012

LANGUAGES
Native: German
Fluent: English
Intermediate: French

WEB DEVELOPMENT PROJECTS

Meet app, PWA, *CareerFoundry study project*   *09/2022 – 09/2022*
- Built a Progressive Web App (PWA) with React, using test-driven and behaviour-driven development techniques, that uses a Google Calendar API
- Implemented serverless functions (AWS lambda) to authenticate + authorise users (OAuth)
- Developed and tested the app's unit functions using Jest, followed by integration tests using user stories (Gherkin) and end-to-end testing with Puppeteer, resulting in a 100% test coverage, bug-free web app, allowing users to filter for events and specific city and use the app offline

myFlix, movie app, *CareerFoundry study project*   *08/2022 – 10/2022*
- Built the complete server-side and client-side for a web application from scratch
- Created a RESTful API using Node.js and Express, that interacts with a non-relational database (MongoDB), and testing API endpoints in Postman
- Built the interface of a single-page, responsive application, developed with React and Redux, resulting in a fully functioning web-app allowing users to register or login to view movies and details & update their user profile

WORK EXPERIENCE

CRM Tech Lead, *Marley Spoon AG, Berlin*   *06/2021 – 01/2022*
Led one direct report, ensuring internal and cross-departmental CRM requests get executed accordingly to business priorities and scope of requests
- Managed cross-departmental CRM requirements from stakeholders, e.g. local Marketing teams from Berlin /New York/ Sydney , Customer Service, Operations, scoping and assessing business value to ensure prioritisation in product roadmap and quality assurance before deployment
- Created an Email Design System for 4 brands, enabling the CRM team to work more efficiently with reusable email modules while keeping brand consistency and email accessibility, reducing campaign preparation time by ~ 50%

CRM Specialist (SME), *Marley Spoon AG, Berlin*   *04/2020 – 05/2021*
- Developed CRM database structure and data events in order to launch marketing automation and business-critical transactional communication of new business vertical
- Audited and re-organised CRM platform & campaign management, in order to unify customer data tracking and establish more consistent campaign tracking across 12 countries and 4 brands, enabling the CRM team to easier monitor and optimise business-critical KPIs across different markets, brand and lifecycle campaigns
- Migrated transactional mails to the CRM tool, incorporating the transactional communication into a more personalised customer journey and increased customer engagement based on their interactions with the digital product
- Onboarded 9 new CRM managers on CRM system, functionalities and CRM focused business metrics (retention, reactivations, OR/CR, CVRs)

Head of Retention (Operations), *Marley Spoon AG, Berlin*   *10/2018 – 03/2020*
- Managed 5 direct reports, continuously drive Month-over-Month and Year-over-Year improvement of metrics and revenues at a positive ROI while working on further personalisation and channel diversification for the team
- Enhanced the CRM system from limited email campaiging, by negotiating, cooperating and integrating with third party tools via API into CRM tool
- Enabled and trained the CRM team to perform multi-channel communication for more targeted, personalised and individualised CRM campaigns across all customer lifecycle stages, using SMS, push, and direct mail next to email

Global CRM Manager, *Marley Spoon AG, Berlin*   *08/2014 – 09/2018*

Retention Manager, *Delivery Hero Holding, Berlin*   *02/2013 – 07/2014*

Junior Retention Manager, *Lieferheld GmbH, Berlin*   *04/2012 – 01/2013*