

# SARAH SIQUEIRA

28 years old    Apucarana, PR, Brazil    UTC -3  
Full Stack Developer / Customer Support

 [github.com/sarahcssiqueira](https://github.com/sarahcssiqueira)  
 [linkedin.com/in/sarahcssiqueira](https://linkedin.com/in/sarahcssiqueira)  
 [twitter.com/sarahcssiqueira](https://twitter.com/sarahcssiqueira)  
 [sarahcosiqueira@gmail.com](mailto:sarahcosiqueira@gmail.com)  
 +55 43 99612 2545

## About

I was **16 when I got my first job**, the world changed a lot from there and all my different experiences drove me here with a lot of baggage.

Back then **2010, I started college and became an accountant**. I've worked on that some time, which gave me a business understanding of bureaucracy, taxes, and all that stuff, **but it was too boring**.

In **2015, I decided I wanted more** and decided to be a physics. While **pursuing to be a physics**, I started a tiny **business selling websites**, initially on WordPress.

I didn't become some kind of an Albert Einstein then, but **the physics college improved my English** a lot with contact with foreign teachers and colleagues. It **improved my capability of abstract thinking** by studying difficult ideas, and also, gave me **a lot of mathematics, calculus, and linear algebra knowledge**. Analyzing data and graphics is easy for me after all those lab reports in physics college.

Then **I started a project called RG para Pets**, where we sell tags for pets and decorative IDs. **Soon, e-commerce became a pet registration system**, clients acquire tags, IDS and others then gain access to a web system where they can manage health information about their loved pets. By this time, I quit physics.

Today, **I'm working to improve the RG para Pets system** with more features and performance improvements. We are a team of 3 now, and I'm responsible for the maintenance website, UX/UI design, email campaigns, traffic sources, and social media.

I'm **always looking for improvement**, and not afraid to learn. While trying to improve the RG para Pets platform, **I've learned to program** and discovered a whole new world.

That's my history and some of my current skills are listed below.

I'm **looking for a remote opportunity**, I can do more. Let 's chat!

## Work Experiences

- 2018-Today**    **RG para Pets** - Founder - I've built the website from scratch. Also was responsible for designing products validating ideas, branding image, and implementing new tools of contact with customers, like MailChimp/Zendesk. Support experience helping users using the system as also solving logistic questions about their orders. Implementation of third-party applications, using SaaS for creat shipping tags for example. Today, with a team of 3, I'm responsible for the maintenance of the website. Currently working to improve the system and Social media manager, talking with 100K on Facebook/Instagram audience. More information on [rgparapets.com](https://rgparapets.com).
- 2015-2018**    **Siqueoli** - Founder - Small company build websites mainly for local businesses. Experience building websites with CMS WordPress (mainly institutional ones with some contact forms and buttons to call). Also, work on the prospection of clients.
- 2011-2015**    **Accounting Advice Offices** - Accountant - Working with accounting routines, helping enterprises make decisions, elaboring reports. Responsible for tax calculations and legal advice about how to emit invoices.

## Academic History

- 2015-2018**    **UEL - University State of Londrina** - Physics Bachelor Degree - Six semesters completed
- 2013-2014**    **UNESPAR - University of State of Paraná** - Graduate Degree on Financial and Accounting management
- 2010-2013**    **UNESPAR - University of State of Paraná** - Accounting Bachelor Degree

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## Hard Skills

- CMS WordPress, common plugins like Woocommerce, Elementor, Elementor PRO, and ACF Fields, experience fixing compatibility issues between plugins/themes.
- VPS server, LAMP structure (worked with Digital Ocean services);
- Manage DNS records, SMTP servers (using third party tools like Mandrill, Sendgrid, Spark Post);
- APIs integrations;
- UNIX command line;
- SQL databases, especially MySQL;
- Languages: HTML, CSS, Javascript, and PHP;
- Aspects and importance of UX/UI Design (how details can affect a conversion rate in an e-commerce or the number of leads captured on a landing page for example);
- Figma/Canva;
- Git and Github;
- SMTP servers (Sendgrid, Spark Post, SendingBlue);

## Soft Skills

Self-taught, entrepreneur spirit, proactive with sense of ownership, not afraid of challenges. Ability to learn and apply new technology and think strategically, including the ability to change directions as new ideas and information emerge over time and solving problems capability.

Passionate about learning, resilience, and willingness to try and try again even if fail sometimes.

I try always to see the big picture.

## Languages

- **Portuguese** - Native
- **English** - Advanced, with good writing, conversation, and comprehension, including technical vocabulary.
- **German** - Basic
- **Spanish** - Basic

## Why should you hire me?

If you want someone passionate about learning with a genuine curiosity and committed to trying, I can help. No one knows everything, but we have to know how and where to find answers, which I can do. Not afraid to say that I don't know.

I made a whole e-commerce from scratch with almost no money, I can do more being part of a team.