# Silvi Sinanaj

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## SUMMARY

Full-Stack Web Developer with a strong background in front-end development, excellent problem-solving skills, and the ability to collaborate effectively with design and development teams. I am passionate about building software that addresses complex problems and leveraging my technical expertise to transform designs into seamless, interactive experiences. Proficient in TypeScript, HTML5 and CSS/Sass,  React, Storybook, NextJS, and GraphQL

## EXPERIENCE

### HTML/CSS Instructor

**ReDI School of Digital Integration gGmbH**                      **March 2024 - Present,  Berlin, Germany**

· Applied strong expertise in HTML5 and CSS to guide students in building responsive and visually appealing web interfaces, enhancing their practical skills in web development.
· Facilitated hands-on learning by utilizing industry-standard tools and best practices in HTML and CSS, including modern frameworks and methodologies, resulting in students completing projects 30% faster and a significant reduction in dropout rates to 6.7% (1 out of 15 students), compared to the previous 30% dropout rate.
· Contributed to curriculum development by incorporating effective techniques and contemporary practices in HTML and CSS, ensuring students gained relevant and up-to-date knowledge, which led to a 50% increase in student engagement and a 25% increase in overall student satisfaction.

### Software Engineer

**Blacklane GmbH**                      **January 2022 - Present,  Berlin, Germany**

· Developed an internal application for Contentful backup/restore, reducing used space by 15% and increasing available space, which led to a significant cost saving by avoiding additional expenses.
· Integrated tracking capabilities into the company's web app by connecting it with RudderStack and Mixpanel, providing enhanced data insights and improving user analytics.
· Designed and implemented key UI components for voucher functionality from the ground up, significantly enhancing the company's web app with advanced features through integration with Voucherify.
· Migrated B2B funnel from a legacy codebase to a modern Next.js project within a Turborepo environment.

### Tour and Office Manager | Content Creator

**Visit Albania Tour Operator (VATO)**                      **March 2019 - December 2020,  Berat, Albania**

· Designed and implemented new features on VATO's WordPress site using plugins and custom coding, elevating visitor experience and usability.
· Enhanced website traffic through SEO-optimized blog posts and multimedia content, attracting 40% more visitors within six months.
· Increased booking efficiency by 30% through optimized property listings on Booking.com, Airbnb, and Expedia, incorporating effective keywords and high-quality photos.
· Developed and executed digital marketing campaigns, resulting in a 25% increase in tour bookings by leveraging advanced SEO and content marketing strategies.
· Implemented a more efficient CRM strategy, boosting repeat customer rate by 30% and enhancing personalized customer engagement through targeted communication techniques.

## EDUCATION

### Full-stack Web Development

IRONHACK · 2021

### Bachelor in 'Law sciences'

International University of Struga · 2015 - 2018

## SKILLS

**Frontend Development**: HTML, CSS, JavaScript , TypeScript , ReactJS, NextJS, TailwindCSS

**Backend and Server-Side Development:** NodeJS, GO, GraphQL, MongoDB, AWS

**Tools and Testing:** Turborepo, Vercel, Jest, Vitest, Cypress

**Content Management and Platforms:** Contentful, Storyblok, Wordpress