



# David Went

## Full-Stack Developer

Versatile generalist with experience in operations, project, and campaign management, as well as a strong foundation in web development. Adept at creating captivating user experiences by leveraging management expertise and design proficiency to drive user engagement and business growth.

[Whats App](#)[vCard](#)[Mail](#)[Website](#)[GitHub](#)[LinkedIn](#)

### Frontend Development

- **Languages:** HTML, CSS, JavaScript, TypeScript
- **Libraries / Frameworks:** React, Angular, Redux, Material-UI, Bootstrap, SASS/SCSS, JQuery
- **AJAX & JSON**
- **Version Control:** Git
- **Testing:** Test- & Behavior-Driven Development (unit, integration, acceptance, end-to-end testing)
- **Continuous Integration / Delivery**
- **Programming Paradigms:** Functional & Object-Oriented Programming
- **Mobile Apps:** React Native, Expo, Progressive Web Apps (PWAs)
- **UX/UI Design:** Personas, user stories, user flows

### Back End Development

- **Technologies:** Node.js & Express
- **APIs:** JSON, RESTful, Postman
- **Hosting & Web Services:** AWS, Google Firestore, Heroku, Netlify, Vercel
- **Databases:** Relational (PostgreSQL) & Non-relational (MongoDB)

### Senior Project Manager GOCOMO

01/22 - 08/22  
Berlin

- Managed multiple national and international key accounts, such as Henkel, Seeberger, and Back Market, leading the planning, management, and execution of end-to-end influencer marketing campaigns with budgets up to €1m
- Developed and presented pitch presentations for clients, winning new business and strengthening relationships
- Improved campaign efficiency by developing new processes and optimizing existing ones, creating a Campaign Dashboard that accelerated input by 60%

### Senior Campaign Manager Media Elements

02/21 - 10/21  
Berlin

- Designed and executed impactful online and offline brand awareness campaigns for FMCG clients such as Arla, Ferrero, and Bahlsen, boosting their market presence and customer engagement
- Consulted clients on campaign-related topics, providing expert advice and support
- Negotiated contracts with brands, managements, and influencers, maximizing campaign effectiveness and ROI
- Managed @xlaeta, optimizing collaborations
- Handled paid media on Instagram and Facebook, as well as media planning, migration, and analysis of social media relevant data

### Onboarding Team Lead Freachly GmbH

11/19 - 01/21  
Berlin

- Hired, trained, led and provided continuous feedback to 5 Operations Managers and interns, fostering a high-performance team that contributed to the company's growth and success
- Developing a customer journey that included a smart booking system, email funnels, onboarding templates, landing pages, upsells, and customer satisfaction strategies



## Education

**Software Engineering Fellow** 09/22 - 03/23  
CareerFoundry

- Obtained a Full-Stack Development certification through an intensive 900-hour, project-based training program
- Collaborated with industry-leading mentors on hands-on projects, overcoming complex programming challenges

**Business Management Specialist** 01/18 - 01/20  
ILS

**Commercial Training in Sports & Fitness** 01/18 - 01/20  
IHK

## Strenghts & Skills

- Reliability, Communication, Prioritization, Leadership
- Learning
- Content Creation, Copywriting, Social Media
- SCRUM

## Tools

- Google, MS & Apple Office
- Salesforce, Demodesk
- Asana, Notion
- Atlassian Jira
- Braze , Urban Airship, Mailchimp
- Photoshop, Canva
- VSC, Postman
- Android Studio, Xcode

## Languages

- German (mother tongue)
- English (advanced)
- Spanish (beginner)

## What I do & like



- Implemented a flexible and accelerated onboarding process on Salesforce, enabling the company to onboard up to 100 new clients per week
- Managed contract approval, providing feedback to Sales and ensuring compliance
- Oversaw project management for onboardings, app content creation, and database maintenance
- Managed B2B email, ad, and push notification campaigns, ensuring targeted and effective communication with clients
- Contributed to the review and content creation for the Freachly app, enhancing user experience and engagement
- Maintained and updated databases, ensuring accuracy and accessibility of essential information
- Provided regular feedback to team members and reported to the CEO and CFO

**Junior Operations Manager** 02/21 - 10/21  
Freachly GmbH Berlin

- Created and executed campaigns and templates (B2B and B2C), using A/B testing to evaluate and refine campaign strategies
- Managed Facebook & Instagram ads, utilizing custom and lookalike audiences to reduce cost per acquired user by 40%
- Oversaw Mailchimp audience management (B2B, B2C) and funnel creation with Mailchimp and Braze
- Sent push notifications to over 40,000 influencers via Urban Airship and Braze, driving engagement and growth
- Conducted influencer acquisition, campaign conception and management, and event planning and execution in London
- Traveled to the London office for on-site employee training and feedback meetings, ensuring consistent performance and alignment across teams

**Junior Marketing Manager** 07/18 - 01/19  
Digital Personality Agency Berlin

**Marketing & Gym Manager** 05/17 - 06/19  
HIT BLN Berlin

**Personal Trainer** 04/16 - 07/18  
Self employed Berlin

**Sports & Fitness Salesman** 05/15 - 04/18  
Lokahi Loft Berlin

**Intern / Booker** 11/14 - 04/16  
Lagadère Sports Berlin