



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

