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Celeste Zapata

Frontend Developer | Growth Engineer

With over 5 years of cross-industry experience, I've closely collaborated with designers, marketers, and analysts.
Passionate about continuous learning, I strive to deliver *pixel-perfect* designs with a focus on **SEO** and **Performance** optimization, essential for maintaining a high *Quality Score* for websites.
I'm committed to the principles of 🌱 *Sustainable Software Engineering*: prioritizing best practices for clean code and resource optimization, both to minimize environmental impact and to smartly cut costs.

Additionally, I consider *Web Accessibility* a priority, ensuring an inclusive user experience by providing seamless access for individuals with disabilities.

LAST WORK EXPERIENCE

Frontend Developer (Freelance)
APR 2020 - PRESENT

RESPONSIBILITIES

- Develop and maintain different websites.
- Foster clear team communication to meet project goals, employing agile methods.

KEY ACCOMPLISHMENTS

- Enhanced website performance and user satisfaction across multiple projects.

Growth Engineer at Slang
AGO 2022 - FEB 2024 [Boston, USA] [EdTech, B2B2C]

RESPONSIBILITIES

- Partner with Marketing to launch initiatives, providing essential analytical and technical insights.
- Support the Sales team with tool management, troubleshooting, and the development of new analytics features.
- Author essential documentation for the Growth department.
- Manage self-directed tasks for over 20 Marketing pages, focusing on revamping the company-wide email structure and design to uphold pixel-perfect standards.
- Contribute to the development of the company's 2024 OKRs, ensuring growth strategies align with business goals.
- Engage in projects aimed at enhancing the overall site UI/UX and performance, aiming to improve the Quality Score of campaigns.
- Update functionality and design, executing deployments to refresh the content of the company's blog.

KEY ACCOMPLISHMENTS

- Founded and customized the Growth department to meet organizational needs.
- Led an *'Engineering for Non-Engineers'* workshop, demystifying technical concepts and processes, and provided the team with reference materials and a technical glossary.
- Significantly improved the website's Homepage SEO score from around 70 to over 90.
- Created a *Feature Request Guide* for the Marketing and Sales teams to streamline project handling processes.
- Developed a logic for creating landing pages with forms integrated with Salesforce, reducing dependency on Instapage, saving costs, and leveraging the website's analytics tools and performance.

Frontend Developer at Hexos Renewals
DEC 2021 - JUL 2022 [North Carolina, USA] [E-commerce, B2C]

RESPONSIBILITIES

- Maintain, troubleshoot, and innovate with SVELTE and Firebase for feature development.
- Promote collaborative problem-solving and knowledge sharing through pair programming.
- Apply self-management for task prioritization and agile workflow contribution.

KEY ACCOMPLISHMENTS

- Pioneered solutions that closed technology gaps, enhancing user experience and boosting customer retention and satisfaction.

Frontend Developer at MediLine
NOV 2020 - DEC 2021 [Mendoza, Argentina] [Healthcare, B2C]

RESPONSIBILITIES

- Lead React.js web development to ensure a responsive and user-friendly interface.
- Focus on enhancing the mobile UI with React Native.
- Provide mentorship and lead the UI website project, guiding the team to adhere to best practices.

KEY ACCOMPLISHMENTS

- Established a stringent code review process, markedly reducing deployment errors and bolstering code reliability.

Fullstack Developer at Vaypol
APR 2019 - OCT 2020 [Mendoza, Argentina] [E-commerce, B2C]

RESPONSIBILITIES

- Refactor the frontend with React (Redux + Hooks) and Semantic-UI to boost user experience and responsiveness.
- Maintain and enhance the e-commerce platform using Ruby on Rails with Spree Commerce, focusing on new features and robust functionality.

- Oversee and manage project instances via AWS (EC2, ELB, CloudWatch, S3) and Sentry to ensure high availability and performance.
- Implement Scrum with Jira for agile task management and enhance team coordination.
- Install and configure Digital Marketing tools like Facebook Pixel and Google gtag.js to increase visibility.
- Develop HTML email templates and manage SMTP settings for optimized email campaigns.
- Conduct competitor analysis to refine website usability and the customer journey.

KEY ACCOMPLISHMENTS

- Enhanced online presence and sales through the integration of Schema.org and Facebook Pixel.
- Achieved a 100% SEO score on the Homepage, boosting search visibility.
- Improved UX with targeted design changes based on Hotjar's user behavior analysis.

TECH SKILLS

- ★ React.js
- ★ Next.js
- ★ TypeScript
- ★ JavaScript
- ★ Ruby on Rails
- ★ Node.js
- ★ CSS | Sass/SCSS

- ★ Semantic HTML
- ★ SEO
- ★ Git
- ★ Figma
- ★ Responsive web design
- ★ Digital marketing tools integration
- ★ Web accessibility optimization

SOFT SKILLS

- ★ Teamwork
- ★ Proactivity
- ★ Continuous learning
- ★ Self-management skills
- ★ Attention to detail
- ★ Adaptability to change

- ★ Verbal communication
- ★ Analytical thinking
- ★ Autonomy in learning
- ★ Ability to give feedback
- ★ Written communication
- ★ Problem-solving skills

EDUCATION

Associate Degree in Programming at Universidad Tecnológica Nacional
AUG 2017 - FEB 2020 [Mendoza, Argentina]

LANGUAGES

Spanish and English.