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Celeste Zapata

Frontend & Fullstack 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.

MOST RECENT WORK EXPERIENCE

Frontend Developer at [Ocean Ring Technologies](#)

APR 2020 - PRESENT [Pennsylvania, USA] [Software solutions company, B2B]

RESPONSIBILITIES

- Develop and maintain WordPress and Next.js websites to boost functionality and engagement.
- Foster clear team communication to meet project goals, employ agile methods for efficient development.

KEY ACCOMPLISHMENTS

- Significantly enhanced website performance and user satisfaction across multiple projects.

Growth Engineer at [Slang](#)

AGO 2022 - FEB 2024 [Boston, USA] [Ed-tech, 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.

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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.

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- 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.

SKILLS

- | | | |
|--------------------|----------------------------------|-----------------------------------|
| ★ React.js | ★ Git | ★ Web Accessibility Standards |
| ★ Next.js | ★ Code Quality Assurance | ★ Performance Optimization |
| ★ TypeScript | ★ Figma | ★ Customer Retention & Engagement |
| ★ JavaScript | ★ Responsive Web Design | ★ Agile Development |
| ★ Ruby on Rails | ★ Digital Marketing Integrations | ★ Team Collaboration |
| ★ CSS3 Sass/SCSS | | ★ Self-management |
| ★ Semantic HTML | | |
| ★ SEO Strategies | | |

EDUCATION

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

LANGUAGES

Spanish and English.

VOLUNTEERING

Django Girls
2019 [Mendoza, Argentina]

AMDE (Asociación Mendocina de Deportes Electrónicos)
2018 - 2019 [Mendoza, Argentina]