

Marcela Moreti

London, United Kingdom

mahmoreti@hotmail.com

English Full professional proficiency | Portuguese Native speaker

LINKS

Github: <https://github.com/mahlvrm>

LinkedIn: <https://www.linkedin.com/in/marcelamoreti/>

Website: <https://marcelamoreti.dev>

Behance: <https://www.behance.net/mahmoretie887>

PROFILE

With a strong background in Marketing and Graphic Design, backed by over 13 years of experience in the industry, I transitioned to Web Development at the prestigious coding bootcamp, Makers Academy.

As a Junior Software Developer, I've been specializing in Frontend Web Development building interactive web applications using modern technologies such as JavaScript, React, HTML5, CSS3, and Bootstrap. My design background equips me with a keen eye for aesthetics and user experience, which I enhance through tools like Figma and Adobe Creative Suite. Additionally, I work with Node.js, Express, and RESTful APIs to ensure seamless frontend-backend integration. I also have expertise in SQL, Postgres, TablePlus, MongoDB, MongoDB Compass, Mongoose, Git, and GitHub, in addition to TDD, pair programming, and agile methodologies and other languages as Typescript, Python, Swift and C#.

I dedicated time to self-directed study before and after my Makers bootcamp journey watching classes of CS50 by Harvard, attending the iOS and Swift Bootcamp by Udemy, Typescript by Codecademy, C# Fundamentals and Web Application by Makers Academy, HTML and CSS Complete Course by Udemy and currently studying React.js and Next.js Intermediate and Advanced.

I am dedicated to becoming a versatile developer, merging my previous experience with my newfound programming skills. My goal is to further sharpen my frontend expertise and contribute to building innovative, user-friendly web applications that deliver value and exceptional user experiences.

TECHNICAL SKILLS

- JavaScript, TypeScript, React, Node.js, Express, Jest
- HTML, CSS, Bootstrap
- Python, Flask
- Swift, SwiftUI
- C#, .Net, Asp.Net, NUnit
- SQL, Postgres, TablePlus, MongoDB, MongoDB Compass, Mongoose,
- Git, GitHub
- Pair Programming
- Unit and Integration Test
- Figma, Adobe Photoshop, Illustrator

PROJECTS

Acebook

This project leverages the MERN stack, with MongoDB for the database, Express.js and Node.js for the backend, and a frontend powered by JavaScript, HTML, CSS, and React.

URL:

<https://github.com/mahlvrm/acebook-solo-backend>

<https://github.com/mahlvrm/acebook-solo-frontend>

JavaScript, Node.js, React, MongoDB, Express.js, HTML, CSS

Bloom

This collaborative 2-week group project uses Python/Flask and PostgreSQL in the backend and JavaScript, React, and React Bootstrap in the frontend.

URL:

<https://github.com/mahlvb/bloom-backend>

<https://github.com/mahlvb/bloom-frontend>

Python/Flask and PostgreSQL, JavaScript, React, React Bootstrap

PonyBnB

Solo project using C# and Asp.net. The result is an Airbnb-like app with an inclusive set of features, including a listing homepage, account creation, built-in booking functionality, and the ability to post listings.

URL: <https://github.com/mahlvb/PonyBnb-CSharp>

C#, ASP.Net, .Net, Razor, NUnit, PostgreSQL, HTML, CSS, MVC Architecture

EDUCATION

Oct 2023 — Mar 2024

Software Engineering Bootcamp, Makers Academy

16-week (about 640 hours) software development course with emphasis on TDD, pair programming, and agile methodologies.

Building web applications utilising Python and JavaScript as the primary programming languages and Swift to mobile.

Feb 2014 — Dec 2015

Masters in Marketing and Corporate Communications, Universidade de Araraquara – Uniara - Brazil

Feb 2008 — Dec 2011

Bachelor of Science in Advertising and Marketing Communications, Universidade Paulista - Unip – Brazil

COURSES

Aug 2024

HTML and CSS Complete Course, **Udemy**

Jun 2024

C# Fundamentals and Web Application, **Makers Academy**

May 2024

TypeScript, **Codecademy**

May 2023

iOS & Swift - Complete iOS App Development Bootcamp, **Udemy**

EMPLOYMENT HISTORY**Marketing Specialist, Unimed Fesp, Brazil**

Nov 2020 — Apr 2022

- Marketing Project Management.
- Budget Management for Projects and Campaigns.
- Email Marketing Strategies and Software Administration (e.g., MailChimp).
- Social Media Management and Opportunity Mapping.
- Google Analytics Metrics Analysis.
- Communication Projects.
- Brand Integrity Management.
- Graphic Design using Adobe Photoshop and Illustrator.
- Presentation Design using PowerPoint.

Apr 2019 — Oct 2020

Marketing Specialist, Pires & Gonçalves Advogados Associados, Brazil

- Marketing Project development and Management.
- Graphic Design using Adobe Photoshop and Illustrator.
- Presentation Design using PowerPoint.
- Social Media Analysis and Agency Interface.
- Event Management external and internal.
- Developing new brands for provided services (Brainlaw and Edooka).
- Monitoring press coverage.
- Endomarketing and Internal Communication Strategies.
- Email Marketing Strategies and Platform Administration (e.g., MailChimp).
- Vendor Management.
- Brand Integrity Management.
- Handling budget provisioning and control.
- Podcast Management and Promotion: "Conectando mentes curiosas."
- Satisfaction Research Development.
- Marketing Department Structuring.
- Demand Flow Development.
- Legal Industry Rankings Participation Support.

Jun 2015 — Feb 2019

Marketing Specialist, Vivacy Bijoux e Acessórios, Brazil

- Email Marketing Strategies and Platform Administration (e.g., MailChimp).
- Created HTML templates for email marketing.
- Graphic design to e-commerce website and social media.
- Managed changes to campaigns within the e-commerce platform.
- Photography and Image Editing.
- Developed a new brand identity.
- Visual Merchandising to shops.
- Supplier Relations.
- Social Media Management.
- Influence Marketing.

Jun 2012 — Jun 2015

Communications Specialist, Lider Telecom, Brazil

- Marketing Project Development and Management for External and Internal Campaigns related to Vivo/Telefônica Projects.
- Graphic Design using Adobe Photoshop, Illustrator, and CorelDRAW.
- Management of Internal Communication Channels.
- Copywriting.
- Press Relations.
- Event Organization.