JULIANA KATZ

www.julianakatz.dev

RELEVANT EXPERIENCE

Front-End Developer

Valuetainment - Ft. Lauderdale, FL | June 2023 – Present

Developing and launching websites in AWS and/or Wordpress to ensure optimal performance and user experience. Leading the implementation of innovative user interfaces to enhance website functionality and engagement. Managing team workflow and effectively delegating tasks to meet project objectives and deadlines.

Front-End Developer

Green Roads - Deerfield Beach, FL | Oct 2022 – May 2023

New UI implementation of company websites in BigCommerce, landing page creation, web maintenance, troubleshooting code, page speed optimization, email marketing code development.

Web Developer

LAMARK MEDIA - Boca Raton, FL | May 2020 – Sep 2022

Development of pixel-perfect websites using either Shopify or Wordpress CMS. Web maintenance, troubleshoot code, tweak HTML & CSS code. Install Google Analytics / GTM tags and Facebook pixel in various websites.

Web Designer & Developer

Strategic Marketing - WPB, FL | Sep 2018 – Mar 2020

Management of over 50 Wordpress websites monthly. Research, design and develop according to projects needs; Troubleshoot code, A/B Tests; Tweak HTML, CSS & PHP code. Install Google Analytics, Google Tag Manager and Facebook pixels in various websites. Increase Google page speed for various clients.

Web Designer

Velocity Agency - New Orleans, LA | June 2017 – June 2018

Primarily tasks were to design and develop websites using Wordpress. Customize/ update themes - plugins; Troubleshoot websites, A/B tests; tweak HTML, CSS & PHP code. Install Google Analytics tags and Facebook pixels in various websites.

Freelance Web Designer

Remote | 2015 – 2017

Freelanced developing websites in Wordpress, customizing themes, plugins and fixing bugs. Adjusting CSS and PHP code. Helped small business to advertise on Social Media channels, specially on Facebook and Instagram.

EDUCATION

Estacio de Sa University
Bachelor of Communications *with* emphasis in Advertising & Marketing

SKILLS

Front-End Skills
HTML
CSS
Wordpress
Bootstrap
jQuery
JavaScript
React.js
Git
AWS

Design Skills
Adobe Creative Suite
Sketch

Digital Marketing Skills
SEO Basics
Google Analytics

Bilingual in English & Portuguese

CERTIFICATES

Coursera
Product Management: Foundations and Stakeholder Collaboration l 2024

MIT xPRO
Professional Certificate in Coding: Full Stack Development with MERN l 2023

University of New Orleans
English as Second Language
Advanced Level | 2016

Digital Designer

Imediata Brasil | Rio de Janeiro, Brazil | 2013 – 2015

Responsible for all the digital media and designs for the agency
clients. Developed integrated marketing projects as a designer and
contributed with many insights as strategist. Designed, planned,
and executed cross-platform marketing initiatives.