Celeste Zapata

Frontend Developer | Growth Engineer

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With over 5 years of cross-industry experience, I've closely collaborated with designers, marketers, and analysts.

Dedicated to 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

Integration Specialist at AWG

07/2024 - PRESENT [Buenos Aires, Argentina] [Telecommunications, B2C]

- ★ Worked on the creation of the Technical Digital Advertising department, serving as the primary point of reference for the company.
- ★ Refactored and modernized the code used for generating reports with the Google Ads API.

Growth Engineer at Slang

08/2022 - 02/2024 [Boston, USA] [EdTech, B2B2C]

- ★ Established and tailored the Growth department to meet organizational needs, driving significant growth.
- ★ Enhanced technical skills through mentorship from the company's CTO, leading to the successful implementation of advanced project techniques.
- ★ Revamped over 20 Marketing pages, the company blog, and email structures, enhancing performance and user experience.
- ★ Installed and reconfigured analytics tools, improving data accuracy for better decision-making.
- ★ Led a workshop for non-tech team members, simplifying technical concepts and processes.
- ★ Boosted the website's SEO score from 70 to over 90, significantly increasing visibility.
- ★ Developed a Feature Request Guide for Marketing and Sales teams, streamlining project processes and enhancing efficiency.
- ★ Created integrated landing pages, reducing dependency on third-party tools, cutting costs, and improving analytics capabilities.

Frontend Developer at [Hexos Renewals](#)
12/2021 - 07/2022 [North Carolina, USA] [E-commerce, B2C]
- ★ Conducted technical analysis for new features, enhancing product development.
- ★ Managed and prioritized tasks efficiently within an agile framework.
- ★ Developed innovative solutions to close technology gaps, improving user experience.

Frontend Developer at [Aconcagua Software](#)
11/ 2020 - 12/2021 [Mendoza, Argentina] [Software Solutions, B2C]
- ★ Led the development of a new module, auto-managing tasks and applying best practices.
- ★ Served as the UI team lead, mentoring junior developers and ensuring adherence to standards.
- ★ Participated in hiring processes by conducting technical interviews.
- ★ Enhanced mobile app design, improving the interface and user experience.

Frontend Developer at [Ocean Ring Technologies](#)
04/2020 - 08/2022 [Philadelphia, USA] [Software Solutions, B2C]
- ★ Developed custom features tailored to client needs, enhancing overall user satisfaction.

Full Stack Developer at [Vaypol](#)
04/2019 - 10/2020 [Mendoza, Argentina] [E-commerce, B2C]
- ★ Implemented advanced web analytics and tracking tools, boosting online presence and engagement.
- ★ Achieved a 100% SEO score, significantly increasing search visibility and traffic.
- ★ Improved user satisfaction by implementing design changes based on 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
- ★ WCAG 3

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.