

# Aury Silva

## Frontend & Email Developer

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### PERSONAL SUMMARY

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A Frontend Developer with just over five years of experience in website and email development. Currently studying last year in BA Digital Design. I also have vast experience working remotely under minimum supervision and still play a crucial role throughout any project development. Looking to work where I can create digital magic and elevate user experience (UX) to the next level through `while` learning new programming skills and programming languages. Find my portfolio at [www.aury Silva.co.uk](http://www.aury Silva.co.uk)

### KEY SKILLS AND COMPETENCIES

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- 7+ years - HTML5, CSS3, Bootstrap, MySQL, WordPress (adding widgets area, edit custom fields, create new layouts, etc.)
- 2+ years - JavaScript, jQuery
- < 1.5 years – PHP, React JS (Components, Redux, JSON, Router, and Axios)
- < 11 months – C# (ASP.NET, MVC), Vanilla JS, and Git Version Control
- 4+ years – Adobe Suite, CRM (Adestra, Salesforce, Pardot, Responsys), page builders (Instapage, Unbounce)
- 2+ years - SEO (Adwords, Analytics, Webmaster Tools, Crazy Egg, Moz Tools, Pingdom)
- 2+ years – developing HTML emails for CRM such as Salesforce (Pardot), Hubspot, Marketo, Adestra, Responsys

### RECENT PROJECTS

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#### ➤ Nespresso – Flavour Profile Quiz CRM (Official)

- While working at ReallyB2B I had numerous opportunities to solely make huge modifications and amends to this particular web application. Initially developed by the previous developer couple of years back. Credit to him, as in my opinion given the client’s requirements at the time he chose all the appropriate and most efficient programming languages to create the app such as JavaScript and jQuery.

#### ➤ Influencer Intelligence - Interactive Quiz With Insight Information (Official)

- I have been asked to develop a quiz where every time a user clicks on an answer they get different stats for both right or wrong answers and at the end depending on how many questions they got correct, they will be presented with the total score and their level stats along with some more information including a form. HTML5, Bootstrap 5, Vanilla JS, and jQuery.

#### ➤ Arden University – 3 Parts Interactive Quiz With Insight Information (Official)

- As part of my role, I have been asked to develop a fully responsive interactive quiz for Arden University based on the design and the brief. The quiz is made of 3 parts which take in different stats. Developed using HTML5, Bootstrap 5, Vanilla JS, and jQuery.

#### ➤ Quick ToDo list application (Practice)

- React JS, HTML5, CSS3
- A React JS web application that takes in an input and displays it to the user in an ordered format.

#### ➤ Breaking Bad (API) (Practice)

- Built with React JS, CSS3, and Bootstrap
- A single page, responsive website that queries and tabulates data from the “Breaking Bad” TV series API based on user search parameters.

## ➤ Golden Cleaners (2021 Version) (Official)

- HTML5, CSS3, Bootstrap, PHP, JavaScript, jQuery, WordPress
- Using WordPress template, I created a fully responsive, multi-page website while considering all the design principles as well as the User Experience.
- I fully optimized 10+ keywords to the local area "Hull, England".

## WORK EXPERIENCE

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### ➤ Frontend and Email Developer at Really B2B (Award-Winning Marketing Agency) – Sep 2021 – Current

- Develop landing pages on daily basis for different clients using Bootstrap, HTML, CSS, JavaScript, and jQuery
- Working alongside the designers and the MA team to develop master HTML email templates within different CRM platforms such as Marketo, Salesforce (Pardot), Adestra, Oracle Responsys, and HubSpot
- Perform different rendering tests using tools such as Email on Acid, and Litmus
- Working closely with the MA team to develop different interactive quizzes
- Answering and actioning any technical questions or tasks on daily basis accordingly from different departments

### ➤ Frontend Developer at AGN (African Global Networking) – Sep 2019 – Sep 2021

- Working on a part-time basis as a Frontend Developer alongside Backend Developers to implement changes to mobile and web applications
- Spending most time using React JS to create and style components within mobile and web applications.

### ➤ SEO Technician at Teal & Mackrill – July 2015 – February 2016

- Working simultaneously with three e-commerce websites to improve search engine rankings including but not exclusive to keyword research, article marketing, URL re-writes, on-site optimisation, social media optimisation, backlinks, internal links, and website structure.
- Posting and amending product descriptions and articles
- Creating quarterly and monthly reports by using Google Analytics, Webmaster Tools
- Report any web problems to an external web development agency.

### ➤ Front End Developer/Web Assistant at Avert – October 2014 – July 2015

A website with just over 3 million visitors a month

- Managing the Drupal Content Management System by keeping the security and modules up to date
- Designing, developing and updating new web pages, forms, and popups
- Cross-browser compatibility testing, as well as fixing errors, encountered.
- Providing PPC training on Google AdWords to the fundraising team and keeping in check
- Monitored search engine rankings, indexation and solved any related problems (*content updates*)

## COMMUNICATIONS

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Fluent speaking and writing

- English and Portuguese

## QUALIFICATIONS

	Place	Date
BA Digital Design	University of Hull	2017 – 2021
Certified Web Developer	Udemy (online)	2014 – 2014
Pathway (Progression to Business)	Hull College	2012 – 2013

## REFERENCES

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Available upon request. Visit my portfolio for more on my experiences and recent projects [www.aurysilva.co.uk](http://www.aurysilva.co.uk)