



# Front-end Developer

HTML | CSS | Vanilla JS | React JS

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My diverse background in marketing, SEO, and UX/UI design uniquely positions me for a junior web development role. Over the past 12 months, I've built a strong foundation in modern web technologies including HTML, CSS, JavaScript, React JS, and TypeScript. I've applied these skills to develop a couple of projects, which are showcased on my website. This combination of technical expertise and marketing knowledge allows me to approach web development with both user experience and business objectives in mind.

## Skills & Toolbox

HTML | CSS | Vanilla JS

React JS | Typescript

GitHub | VS Code

SEO | Semrush | Ahrefs

WordPress | Divi

Facebook PCC | GA4

Search Console | Hubspot

LinkedIn Advertising

MailerLite | Mailchimp

ActiveCampaign

Hootsuite | Photoshop

InDesign | Illustrator

Adobe XD | After Effects

Canva

## Education

**Ba Advertising Design**  
1st Degree  
University of South Wales  
(2012 - 2016)

**MA Advertising Design**  
Merit  
University of Leeds  
(2017 - 2018)

## Latest Work Experience

+ **The Atom Lab** 2019 - Present

### Self-employed

- Managed the marketing strategy for over 20 clients as well as identifying growth opportunities and proposing innovative solutions.
- Delivered customised web design, content creation, and SEO services to SMEs, increasing client visibility and engagement.
- Designed and built responsive, user-friendly websites aligned with branding and business goals in mind.
- Implemented SEO strategies to enhance site rankings, driving increased traffic and conversions.
- Created tailored social media content to support client campaigns, ensuring consistency and audience engagement.

+ **Waterlogin International** 2019 - 2019

### Social Media Coordinator

- Managed social media strategies across Facebook, Instagram, LinkedIn, and Twitter for a global audience.
- I oversaw 16 international business units, ensuring that localised social strategies aligned seamlessly with the overarching brand objectives.
- Furthermore, I implemented paid social campaigns to drive leads, enhancing campaign performance and audience targeting.
- I also curated and published high-quality content, maintaining brand tone and encouraging engagement.
- Lastly, I monitored performance metrics to optimise campaigns and improve organic activity.

+ **Stuff Advertising** 2016 - 2016

### Digital Marketing Executive

- Managed social media PPC campaigns and developed SEO strategies to support client growth.
- Oversaw website builds, ensuring timely delivery and alignment with client branding.
- Collaborated with creative teams to produce high-quality multimedia content for campaigns.
- Presented marketing strategies and results to stakeholders, fostering trust and long-term partnerships.
- Assisted in new business pitches, contributing creative ideas to secure client wins.