# Joana Parente

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**LinkedIn** | **GitHub** | **Portfolio**

## PROFESSIONAL SUMMARY

Full-stack web developer, specializing in the MERN stack, with over 10 years of professional experience as an Account and Business Manager in the Internet sector. Skilled in business management, sales, e-commerce, and digital marketing. A dedicated lifelong learner passionate about problem-solving, technology, and continuous professional development.

## SKILLS

**Technical Skills**

- **Programming Languages**: HTML, CSS, JavaScript, React, Node.js
- **Web Development Tools**: Shopify, WordPress, Firebase, Express
- **Database Management**: Basic knowledge of SQL, MongoDB
- **DevOps**: Basic Git workflows
- **UX/UI Design**: Familiarity with responsive design principles, Bootstrap, Tailwind
- **Software**: Excel, Google Sheets, Tableau

**Marketing and Sales Skills**

- **Digital Marketing**: Proficient in email newsletters, Instagram, Facebook, and Pinterest marketing.
- Experienced in **B2B and B2C sales**, with a focus on the e-commerce sector.
- Experienced in **CRM**, able to build and maintain strong client relationships.

**Languages**

- **Portuguese**
- **English** - Fluent, Certificate in Advanced English, University of Cambridge, December 2002
- **German** - Basic knowledge, B1.1 Diploma, Goethe Institut, June 2012

## EDUCATION

**MITxPRO — *Professional Certificate in Coding: Full Stack Development with MERN***

November 2023 – Ongoing

**INDEG Business School / ISCTE — *Executive Master in Commercial Management with a specialization in Sales Management***

September 2009 – October 2010

Final grade: 14/20

**Escola Superior de Hotelaria e Turismo do Estoril — *Degree in Hotel Management***

September 2005 - September 2008

Final grade: 15/20

## CERTIFICATIONS

- **Scrimba Frontend Developer** - HTML, CSS, JavaScript, React, design UX/UI, Firebase and Git.
- **SheCodes React Certification** - create-react-app and APIs.

- **SheCodes Plus Certification** - JavaScript and APIs.
- **SheCodes Responsive Certification** - Responsive techniques and Bootstrap.
- **SheCodes Basic Certification** - HTML and CSS.

## PROJECTS

### Library Management Dashboard | ⏺ **GitHub** | ⊕ **Live Website**

A CRUD application built to manage library assets and loans, featuring a responsive design for desktop and mobile. Offers user authentication and real-time database updates.

**Tech Stack:** React, NextJS, React Native, Tailwind CSS, Supabase

### AI Travel Planner | ⏺ **GitHub** | ⊕ **Live Website**

A responsive web application that leverages artificial intelligence to offer personalized travel planning. It simplifies the planning process by recommending attractions, and itineraries based on user preferences.

**Tech Stack:** React, NextJS, APIs, AI Prompt Engineering, Firebase

### Farol Discover | ⏺ **GitHub** | ⊕ **Live Website**

A tailor-made travel agency platform that specializes in authentic walking and trekking tours in Portugal. Features include dynamic content management, real-time itinerary updates, and client testimonials.

**Tech Stack:** React, NextJS, Tailwind CSS, Sanity.io CMS

## EXPERIENCE

### The Green Beauty Concept & Green Beauty Supply — Founder and Manager

Jun 2017 – Feb 2023

- Launched and managed a B2C e-commerce platform for natural and sustainable beauty products and a B2B distributor of beauty brands in Portugal.
- Implemented strategies that resulted in a 30% annual growth in The Green Beauty Concept and an 80% increase in the client base in Green Beauty Supply.
- Developed and maintained websites on the Shopify and WordPress platforms.

### Booking.com, Lisbon— *Account Manager*

Feb 2013 – Dec 2018

- Managed a portfolio of over 200 accommodation properties in Lisbon, being responsible for their performance, growth, and satisfaction.
- Created performance analysis reports in Excel and Tableau that were used by the teams in Portugal and Barcelona.
- Collaborated with multidisciplinary teams to develop internal management tools and create products for the retention of hotel partners.

### Previous Experience:

Sep 2008 – Jan 2013

Various roles in hotels and travel agencies, mainly in marketing and sales roles, but also project management. **More information on LinkedIn**.