

José Victor Morais

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📍 Sorocaba, São Paulo - Brazil

Skills

- HTML | CSS | CSS Flexbox | CSS Grid | DevTools | Linux | Git | JavaScript | OOP | TDD | Unit Testing | Jest | WebPack
- Mobile Responsive | WordPress | React

About

- As a React front-end developer, I'm passionate about web development and excited to continue honing my skills in this dynamic and challenging field. My journey began with WordPress, where I discovered a strong affinity for programming and problem-solving. Now, I'm eager to take the next steps in my career and learn more technologies like NodeJS, Redux, TypeScript, and AWS Cloud while keeping improving my React Skills.

Experience

Marketing Manager

Hipperquímica do Brasil

Iperó, SP, Brazil **06/2021 - 12/2022**

- As a seasoned marketing strategist, I spearheaded initiatives that propelled my previous employer to unparalleled heights, resulting in revenue growth. My focus on digital marketing strategies, including SEO and marketplace implementation, enabled the company to thrive in an increasingly competitive landscape. Some of my key accomplishments included:

- Marketplace Management: I adeptly managed the company's marketplace platform to ensure optimal performance and customer satisfaction.
- Website Maintenance and Optimization: I seamlessly maintained and optimized the company's website to enhance user experience and drive traffic.
- Service Provider Management: I successfully collaborated with third-party service providers, ensuring seamless integration with the company's marketing strategy.
- Market Research: I conducted comprehensive benchmarking and market research to identify industry trends and stay ahead of the curve.
- Email Marketing: Developing and implementing targeted email campaigns.
- Google Ads: Optimized campaigns to increase conversion rates and ROI.
- Google Analytics: By analyzing data and identifying insights with Google Analytics, I developed data-driven strategies to achieve business objectives.
- YouTube Management: With my skills YouTube management, I implemented innovative video marketing strategies that boosted brand awareness and engagement.

Results: Website visits increased 300% and Marketplace sales accounted for 4% of monthly revenue and tended to grow each month.

Education

JavaScript Full Stack Developer

The Odin Project

Online **01/2023 - Current**

- An open-source project that is showing me the path to becoming a full stack developer, I've completed **HTML, CSS and JavaScript** lessons. Currently halfway through the project in the **React** session and missing the back-end application (**NodeJS**). My portfolio: <https://jvdevportfolio.netlify.app/>

WordPress: Web Development from Scratch

EBAC

Online **05/2022 - 08/2022**

- A WordPress focused course from basic concepts to advanced some of the topics: **HTML, CSS, Web Layouts, JavaScript, Bootstrap, JQuery and Sass**.

Marketing Degree

ESAMC

Sorocaba, SP, Brazil **01/2020 - 12/2021**

- Marketing Degree

Other Courses

- UI Design (Figma), Photoshop, Facebook Blueprint, Google Ads, SEO.

Language

- **Portuguese:** Native
- **English:** Advanced