Caio César Salvador Santos

Full-stack developer - 14 years experience - Bachelor of Computer Information System

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EXPERIENCE

Senior Website Development Manager at Poppulo

2018 - PRESENT

Working as a developer within the Marketing department has expanded my skills. My responsibilities span across full-stack web development, data analysis, and marketing initiatives. Initially, I took on the maintenance of a legacy WordPress/Sage website with a heavy focus on Inbound marketing. However, aiming for an improved user experience and enhanced performance, I led a development team in crafting the current poppulo.com website using React, Next.js, and Sanity CMS. This overhaul significantly boosted the website's conversion rate.

Being deeply immersed in marketing-centric activities, I contribute to numerous projects and campaigns, aiding the team in reaching their objectives. My involvement spans campaign setup, landing pages, SEO, Salesforce integration, KPI tracking, and various other aspects crucial to our marketing endeavors. I also oversee a substantial portion of the marketing team's tech stack, including Google Analytics, Google Tag Manager, Google Optimize, Google Looker Studio, Google Search Console, Hotjar, Hubspot Forms, Sanity CMS, and more.

In data analysis, I ensured the comprehensive collection of vital usage data and seamlessly integrated it with data from other platforms, including social media. This integration allowed me to construct insightful report dashboards, significantly enhancing the marketing team's decision-making capabilities.

Freelancer

2016 - 2018

I set aside time for professional growth and geared up for my move to Ireland. During this period, I explored multiple tools and applied my newfound knowledge to create various web-based applications and websites. I worked with multiple technologies like Angular, Python, Django, PHP, Laravel, WordPress, and more. For example, I developed a language exchange app for universities where students could share their knowledge and learn from one another.

EDUCATION

UNP, Natal - Brazil - Bachelor of Computer Information Systems

SKILLS

Full-Stack Development

Javascript, Typescript, React, Next.js, Tailwind CSS, Prisma, Node.js, Storybook, Angular, PHP, Laravel, CakePHP, Yii2, WordPress, Sage, Woocommerce, Python, Django, Ruby on Rails, React Native, Ionic, Vue.js, Svelte, Jquery, Webpack, Shadcn UI, Express, Mysql, MongoDB, PostgreSQL, Git, HTML, CSS, Sass, CSS-in-JS, Framer Motion, GSAP, React-Query, REST APIs, GraphQL

Marketing

Inbound Marketing, SEO, Conversion Rate Optimization, Lead Nurturing, HubSpot, Google Tag Manager, Marketing Automation, Paid Ads, Mailchimp, Sendgrid, A/B Testing, User Journey

Data Analysis

Data Visualization, Google Looker Studio, Google Analytics, Hotjar, Google Optimize, VWO, Google Search Console, SQL, Excel, Data Cleaning, Data-Driven Actions, Statistics

LANGUAGES

Portuguese - Native
English - Fluent

Full-stack Developer at Maxmeio

2014 - 2015

One of the best digital marketing agencies in Natal, Brazil, where I undertook a diverse array of projects for our clients. Working there, I played a pivotal role in developing Websites and Mobile Apps, employing a variety of technologies such as Angular, WordPress, a custom CakePHP-based CMS, Ionic, JQuery, HTML, CSS, Sass, Bootstrap, MySQL, and various UI libraries.

It was a great experience, especially developing teamwork skills, as my previous roles had a reduced team.

Software Engineering at Smartpublishing

2014 - 2014

I worked as a contractor full-stack developer for a company incubated in the state's wind energy center. My role involved maintaining multiple legacy projects while leading the development of new features utilizing my skills in Python, Django, Ruby, and Ruby on Rails. Additionally, I took on the challenge of developing a mobile app using PhoneGap. Though it was a short-term job, the experience was great, I had a lot of responsibilities and had to make decisions on multiple projects.

Software Engineering at Velty

2011 - 2014

As a member of a fledgling startup, my role demanded a high degree of adaptability and reactivity. I actively participated in every facet of web-based app development, from engaging in customer meetings and gathering requirements to contributing to software architecture, database design, web development, and even conducting customer training sessions. The majority of our projects were executed utilizing a tech stack that included the Yii Framework, PHP, MySQL, Sass, Bootstrap, and JQuery.