SERGIE ANDREI GERRITS ARRUDA

E-mail: sergiearruda@gmail.com

Phone: +44 07749 270330

Website: https://sergie.net

LinkedIn: www.linkedin.com/in/sergie-gerrits

GitHub: https://github.com/Sergie-AGA

INTRODUCTION

I'm a full-stack web developer with 4 years of experience, specializing in front-end development with React, Vue.js, Next.js, Nuxt.js, Tailwind, and TypeScript. I also work with back-end technologies like Supabase, Node.js, Fastify, Prisma, and PostgreSQL. Previously, I developed a platform and web features for over 50 UK football clubs as one of the main CMS developers. I hold a Master's in Business Management with honors, speak five languages, and have received international scholarships.

MOST RELEVANT WORK EXPERIENCE

Freelancer – United Kingdom
Freelance Web Developer
04/2024 – Currently. Also previously: 10/2020 – 10/2021

- I had the chance to work with a former employer on a major launch of a scalable platform which impacted several dozens of clients with thousands of visitors
- Currently working on a set of tools which leverages Next JS, Tailwind, Supabase and AI to increase productivity and deliver unique value in areas like content creation
- Development of bespoke websites for clients using either a CMS (WordPress) or custom coded websites with React JS or pure Javascript, such as https://edicopia.pt/

Urban Zoo – United Kingdom
Frontend Web Developer
11/2021 – 04/2024

Frontend Web Developer working in web applications and UI for multiple clients, focusing on speed, scalability and responsiveness for a range of large clients, such as football clubs like Liverpool FC, Aston Villa FC, Everton FC and Fulham FC.

- Coding user interfaces with Vue JS, NUXT JS, SASS, JavaScript, TypeScript, Tailwind and other frontend resources
- Continuously developing an innovative platform, augmenting its functionality with cutting-edge features tailored for clubs to seamlessly integrate into their websites, a platform in which I am one of the key developers behind the frontend work
- Creating bespoke solutions tailored to the technological needs of our clients
- Executing sprints in an agile environment
- Collaborating in a team handling diverse tasks related to web development
- Managing client requests, bug fixing, feature development, and resource enhancement.
- Using different APIs to efficiently manage and output data

Printerbase Ltd – United Kingdom
Junior Pay-Per-Click Marketing Assistant
06/2021 – 11/2021

An e-commerce business that deals with office equipment, especially printers, scanners, inks and toners. The role involved varied tasks regarding marketing in general and mainly Pay-per-Click Marketing, such as:

- Developing Pay-per-Click Marketing Campaigns across Google and Microsoft advertising platforms, optimizing existing campaigns to achieve the company's KPI's

- Implementing Ads Scripts to automate functions in Google Ads and Microsoft Ads and Programming custom Javascript tools to accelerate some processes within the business
- Liaising with the rest of the marketing department and analysing marketing metrics and developing reports and strategies to drive sales and growth of the business and testing new implementations on the website
- Using Google Analytics data to understand the e-commerce's performance and further develop data-driven strategies

American Express Global Business Travel – United Kingdom
Government Hotel Consultant and Admin
12/2019 – 09/2020
- Managing payments, documentation, and supporting colleagues with tech needs.
- Utilizing Excel for reservation management, including task automation and tracking.
- Providing client support regarding hotel bookings over the world via phone and e-mail
- Collaboration with team members to deliver fast and efficient customer service
- Liaising with hotels around the world to provide the best solutions to clients

Junior Enterprise of the Students of the Faculty of Economics of the University of Coimbra (JEEFEUC) – Portugal
Department of Marketing and Communication
10/2018 – 07/2019
- Managing social media, creating content, and producing visual assets using Adobe Photoshop and Premiere Pro.
- Management consultancy activities and satisfaction and data analysis for other companies, such as In loco satisfaction research of a big chain of restaurants, an occasion when, with the help of 2 other people. A lengthy 200 pages report was delivered to the company, containing dense statistical analysis (descriptive and predictive) made in SPSS and Excel, also suggesting marketing tactics based on the data obtained
- Managing HR planning, including recruitment, evaluations, training, and teambuilding.
- Received "Revelation of the Year" award for significant company contribution.

LANGUAGE KNOWLEDGE

Portuguese: Native	**German**: Intermediate
English: Bilingual	**French**: Intermediate
Spanish: Advanced	**Italian**: Basic-intermediate

EDUCATION

University of Coimbra – Portugal
Management (Master's Degree)
09/2018 - 09/2020
- Dissertation presented on the theme of data literacy, with an excellent final score
- Studies focused on data analysis, marketing, people management and business strategy.