

DANIEL VALENCA

Web Developer

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PROFILE

Full Stack Web Developer with 15 years of experience in designing, developing and maintaining websites, web systems, and digital marketing. I enjoy crafting simple solutions to solve complex problems, designing clean applications, using modern frameworks, and constantly learning new techniques to accomplish goals.

TECHNICAL SKILLS

- **Expert:** HTML5, CSS3, Responsive Design, UI/UX, Figma, JavaScript, jQuery, AJAX, PHP, Content Management Systems (CMS), WordPress, MySQL, SQL, Third Party API Integrations, Digital Marketing, Search Engine Optimization, Google Analytics, Graphic Design, Design Patterns, Adobe Photoshop, Affinity Design, Microsoft Office Suite, Mac OS X, Windows
- **Proficient:** React, JSON, Social Media Marketing, Paid Search Marketing, Content Marketing, Apache, Web Server Administration, Secure Programming, Computer Network

SOFT SKILLS

- Able to deliver a quality result in a timely and professional manner following all team standards and practices
- Easily adaptable (e.g. having to learn new skills, having to take on extra responsibilities)
- A team member who enjoys sharing knowledge and creating good relations
- A highly principled, honest and sincere person with positive attitudes

PROFESSIONAL EXPERIENCE

Full Stack Web Developer - Royal Canadian Institute of International Studies

2019 - Present

- Developed a comprehensive administrative system from the ground up, catering to the needs of various user levels including students, teachers, agencies, and employees
- Took charge of database administration, overseeing architecture development, programming, troubleshooting, and security measures using MySQL
- Designed and developed a brand new institutional website using PHP, MySQL, HTML, CSS, JavaScript, React, jQuery, Ajax
- Enhanced the design and responsiveness of existing pages by implementing Bootstrap 5
- Produced instructional support and training videos to provide step-by-step guidance for my team

Full Stack Web Developer - Woori Education Group

2016 - 2019

- Responsible for ongoing maintenance and updates of existing company websites to ensure optimal functionality and performance
- Develop and oversee a sales management CRM application that provides centralized control for multiple departments within the enterprise
- Plan, design, write, modify, integrate, and test a new institutional website with integrated systems to enhance customer-company interaction
- Implement SEO strategies, review and make necessary changes to applications, maximizing website traffic and improving page ranking across search engines

Web Developer - Bloor Importação**2015 - 2016**

- Developed an institutional website and a management system to handle the purchasing and sales of imported products from China, specifically for the Brazilian market
- Built a user-friendly CMS application using WordPress, offering technical training and support to producers.
- Conducted data modeling and efficiently managed database administration
- Demonstrated creativity through logo design, responsive website templates, system interface, banners, and ads
- Contributed to business strategies through active client engagement, ensuring clear understanding of requirements for sales growth

Special Collects Web Designer - Google Brazil**2014**

- Hired to work with a team for special collections to Google Maps, editing and publishing pictures online
- Generated mapping plans and assigned team to execute them throughout the national territory
- Provided technical training and support to employees in South America through Google Hangouts
- Tech Summary: HTML5/CSS3, Cloud Storage, Adobe Photoshop, Google Trekker, Google Trolley

Web Developer - Cidiz**2013 - 2014**

- Developed an e-commerce system and updated the company's multi-level direct selling website for clothing products
- Participated in back-end development of an online system for managing purchases, sales, customers, and producers
- Expanded the business marketing using Google AdWords, Facebook PPC, Google Analytics, SEO
- Tech Summary: PHP/MySQL, WordPress, HTML/CSS, JavaScript, jQuery, AJAX, Adobe Photoshop/Fireworks

Web Developer/Designer - FUNASE**2010 - 2011**

- Created multiple web applications for a social and educational child care foundation, a public company
- Identified issues with an existing website, and gained approval to rebuild the new page to improve the information
- Designed banners, workflows, sitemaps, and website/systems templates using Adobe Photoshop and Fireworks
- Developed several systems for internal control in various sectors of the institution (e.g. hiring and dismissal, food supply, warehouse, shopping, shipping, a fleet of cars and drivers)
- Provided technical training and support for appropriate users
- Tech Summary: PHP/MySQL, HTML/CSS, JavaScript, Java/J2EE, Apache, SQL Server, Oracle, Adobe Fireworks

Web Developer/Designer - Morro Branco**2007 - 2009**

- Developed a website and a web system of internal control for a car and health insurance company
- Conducted data modelling and database administration
- Designed banners and ads for marketing campaigns
- Assembled and maintained the entire enterprise network and provided software and hardware support
- Tech Summary: HTML, XML, CSS, PHP/MySQL, JavaScript, Apache, Adobe Fireworks

EDUCATION

Post Graduate in Software Engineering - Universidade Federal do Paraná - Brazil**2009 - 2010****Diploma in Internet Systems - Faculdade Marista do Recife - Brazil****2006 - 2008**

LANGUAGE SKILLS

Portuguese

English

Spanish

Native language
Full professional proficiency
Limited professional proficiency