# Vahideh Bagherpiri

**Website Executive and Front End Web Developer**

Sydney, NSW, Australia

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## Professional Summary


Creative and detail-oriented Front-End Web Developer with 2+ years of experience building responsive, user-friendly websites and about 8 years of experience in marketing, branding, and advertising.

Skilled in HTML, CSS, JavaScript, React, and Next.js to create effective and modern web solutions.

Able to manage projects, communicate clearly, and work well with different teams.

Always learning new front-end trends to deliver fresh and engaging digital experiences.

Passionate about enhancing website functionality and achieving tangible results.


## Skills

### Technical Skills

- Experience in HTML, CSS, JavaScript, React, and Next.js
- Familiar with Tailwind CSS for creating clean and responsive layouts.
- Solid understanding of responsive design and modern web standards.
- Experience using Git for version control.
- Experienced in marketing, branding, and digital content strategy
- Experience managing website content, using CMS platforms.
- Familiarity with email marketing tools such as Mailchimp and a willingness to learn new platforms like Eloqua to support campaign execution.
- Basic understanding of digital marketing tools such as Google Analytics and Search Console; eager to expand knowledge in web performance and SEO tracking tools.

### Soft Skill & Attributes

- Problem Solving: Creative and analytical thinker with a strong ability to identify issues and implement effective solutions.
- Project & Time Management: Skilled in managing multiple priorities and tasks across different projects, meeting tight deadlines, and consistently delivering high-quality work.
- Communication: Excellent communication, presentation, and interpersonal skills; capable of clearly explaining technical concepts and providing high-quality service in both team and customer-facing environments.
- Adaptability & Learning: Quick to learn new technologies and trends in web development and branding. Self-motivated, proactive, and flexible in adapting to changing project needs and provide support for web-related initiatives.
- Attention to Detail: Detail-oriented in all aspects of work, including coding, debugging, and ensuring data accuracy.

- Collaboration & Independence: Ability to work independently and collaboratively with cross-functional teams to deliver creative and strategic solutions.

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## Professional Experience

**Front End Web Developer**

May 2024 – Present | RAA Agency

- Built responsive web applications using HTML, CSS, JavaScript, React, and Next.js
- Ensured website functionality by maintaining clean, up-to-date code, optimizing landing pages, and managing internal and external links.
- Designed interfaces using Tailwind CSS, Figma, and Adobe XD
- Added motion and interactivity to improve user experience
- Troubleshot and resolved website issues, including debugging tasks

**Marketing Coordinator**

Jan 2023 – May 2024 | Freelance

- Planned branding strategies and developed digital content for websites and social media
- Gained experience in user behavior analysis and front-end content optimization

**Digital Literacy Instructor & Tech Support (Voluntary)**

Dec 2022 – April 2023 |Digital Literacy Foundation, St. Mary's & Woollahra Libraries

- Provided technical support to the elderly, teaching them to navigate digital tools, apps, and basic web functionalities.

**Web Publisher & Branding Supervisor**

March 2008 – Feb 2018 |Banking Software Provider

- Developed web forms and pages using HTML, CSS, and JavaScript
- Focused on website functionality and managed content and design of the company website aligned with branding and marketing strategy by using content management systems (CMS).
- Managed projects including advertising campaigns, events, and brand promotion initiatives
- Collaborated with cross-functional teams to develop seamless digital experiences.
- Optimized customer engagement and conversions, and provide support for web-related initiatives.
- Conducted basic user testing and gathered feedback to improve UI functionality and usability.

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## Education

**Master's in Electronic Business Management**

2016- 2018 (coursework completed) |Azad University, Tehran, Iran

Relevant coursework: E-commerce, CRM, Emerging Technologies, Research Methods, Business Analysis, AI, Management Principles

### Bachelor's in Communication and Information Services

2001 - 2005 | Azad University, Tehran, Iran

Focus: Communication Strategies, Advertising, Digital Content Creation, Media Influence, Audience Engagement

### Diploma in Computer and Information Technology

1998 – 2000 | Faculty of Industries, Iran

Key areas: Programming Concepts, Databases, Software Development (Final project: Library Management System)

## Referees

Available upon request.