

FERNANDO MAGALDI COELHO

WEB DEVELOPER FOCUSED ON CONVERSION AND LEAD GENERATION



CONTACT

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SKILLS

Frontend: JavaScript, React, Angular

Backend: PHP, Node.js

CMS: WordPress, WooCommerce, JetEngine

LANGUAGES

English (Intermediate)

Portuguese (Native)

EDUCATION

Computer Science (In Progress)

Federal Institute of Santa Catarina (IFC)

Expected graduation: 2028

OTHER PROJECTS

- Sulfibra
- Rota da Amizade
- Mundial Têxtil
- DBK Automóveis
- H4Prospera
- Reduto
- Studio TrioFit



PROFESSIONAL PROFILE

Web Developer focused on building websites and landing pages with high conversion rates, aimed at generating leads and real business results.

Strong experience with WordPress, developing custom solutions using PHP, JavaScript, and modern front-end technologies. Works on scalable solutions with a focus on performance, UX, and SEO optimization.

Hands-on experience with real client projects within a digital agency environment.



PROFESSIONAL EXPERIENCE

Nonna Agência Digital

2024 - PRESENT

Web Developer

- Developed websites and landing pages focused on lead generation
- Built custom WordPress solutions using PHP, JavaScript, and CSS
- Implemented responsive interfaces with a focus on UX/UI
- Optimized performance and user experience
- Worked on real projects for multiple clients
- Participated in technical decisions and implementation of improvements

WHAP Soluções Web

2023 - 2024 (9 MONTHS)

Web Developer

- Developed and maintained institutional websites and e-commerces
- Customized WordPress themes and plugins
- Implemented responsive layouts
- Performed basic SEO optimization
- Worked directly with clients to gather requirements



RELEVANT PROJECTS

VK Monitoramento

- Landing page focused on lead generation
- Structure optimized for conversion and customer acquisition
- Development focused on performance and results

Farmagnus

- Institutional website focused on digital presence and lead generation
- Implementation of a modern and responsive structure
- Developed as part of the team at Nonna Agência Digital

BR Drive

- Corporate website with a custom structure
- Responsive development adapted to business needs
- Developed as part of the team at Nonna Agência Digital