

Felipe Santana Moraes

Front-End Developer | Information Systems Student

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OBJECTIVE

Front-End Developer Internship or entry-level opportunity in Web Development, Software Engineering, or Information Technology, with focus on building scalable, user-centered web applications.

ABOUT

Information Systems undergraduate (Federal University of Uberlândia) with strong interest in Front-End Development, process automation, and software engineering fundamentals.

Hands-on experience with digital marketing, paid traffic, CRM tools, and website development, combined with a growing technical foundation in JavaScript, React.js, HTML, and Git.

Highly communicative, proactive, and fast learner, with strong analytical thinking and teamwork skills.

Comfortable working in dynamic environments, collaborating across teams, and continuously improving processes and product quality.

WORK EXPERIENCE

Arkamed Team - Digital Marketing & Paid Traffic, August 2025 – December 2025
Uberlândia, Brazil · Remota

- Managed paid advertising campaigns using Facebook Ads, focusing on performance optimization, and ROI.
- Worked with CRM tools and automation platforms such as BotConversa and Kommo.
- Organized sales funnels, lead tracking, metrics, and performance analysis dashboards.
- Collaborated closely with team members, improving internal workflows and communication processes.
- Developed strong analytical and data-driven decision-making skills.

Rodolfo Moraes Pali - Website & Sales Page Development, June 2024 – Present
Uberlândia, Brazil · Remota

- Built websites and sales pages using WordPress, focusing on usability, performance and responsiveness.

- Configured hosting, domains, and deployment environments using HostGator.
- Applied basic SEO practices, performance optimization, and content structuring.
- Gained experience with front-end fundamentals such as HTML, CSS, and website structure concepts.
- Currently building front-end projects using JavaScript, HTML, and React.js, focusing on component structure and API consumption.

EDUCATION

Bachelor's Degree in Information Systems, Uberlândia, MG - Brazil

Federal University of Uberlândia (UFU)

Start date : June 2025

Expected graduation : December 2028

ACADEMIC & EXTRACURRICULAR ACTIVITIES

- Participation in university technology events such as “TechWeek”, focused on innovation and emerging technologies
- Attendance at workshops, talks, and technology communities related to full stack development and IT.
- Continuous self-study in Front-End Development, programming logic, and web technologies.

TECHNICAL SKILLS

- **Front-End:** JavaScript (ES6+), React.js, HTML, CSS, Git (**Learning & In Progress**).
- **Web Platforms:** WordPress, HostGator.
- **Automation & CRM:** BotConversa, Kommo.
- **Marketing & Analytics:** Facebook Ads, Funnel Analysis, Performance Metrics.
- **Foundations:** Programming Logic, Software Processes, Basic SEO.

SOFT SKILLS

- Clear and effective communication.
- Proactivity and ownership.
- Analytical thinking.
- Organization and time management.
- Teamwork and collaboration.
- Fast learner and adaptability.

LANGUAGES

- **English** - *Fluent*
- **Portuguese** - *Native*