

Ferdi Leenders

Frontend web developer

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I am a freelancer from the Netherlands, and I would describe myself as a creative thinker and self-starter with a strong interest in the opportunities that technology and digital advancements offer. I have 10+ years of experience in web development and more than 5 years of remote working experience. Multilingual and flexible team worker with strong problem-solving and communication skills.



Experience

Phanum - Remote

Frontend WooCommerce developer

February 2023 - May 2023

- WordPress and WooCommerce custom development
- Agile working method

Palco Pharma - Remote

Shopify developer

December 2021 - May 2022

- Palco Pharmacy is a pharmacy chain in the Middle East for which I developed a Shopify store.

Medvice Enterprises B.V. - Remote

Frontend web developer

January 2020 - November 2020

- Development of the website
SASS/LESS, JavaScript, Bootstrap, Concrete5, PHP, NPM, GIT, Gulp
- Working with the UX/UI designer, PR Manager & Co-founder
- Agile working method

KIWI webgroep - Remote

Frontend developer

September 2013 - present day

- Development of custom and template websites on Concrete5 & WordPress platform
- SASS/LESS, JavaScript, PHP, HTML, Bootstrap, NPM, GIT, Gulp, BEM
- CI/CD environment for in-house websites
- WordPress, Concrete5
- In-house CRM development | VueJS PWA
- SPA's for online marketing purposes | VueJS
- Agile working method
- Maintaining customer relations
- Customer support via mail, phone, and screen-sharing

SEM manager

April 2016 - July 2019

- Responsible for all SEO & SEM projects
- Keyword analysis, KPI tracking & reporting
- On-page optimization, link building
- Creating, analyzing, and optimizing Googlesearch-, display- & shopping campaigns
- Conversion optimization
- Content creation & management
- Design websites & landing pages
- Content writing
- Managing copywriters

HIM web media - Maastricht

Frontend web developer

May 2012 - April 2013

- Responsive web development HTML(5) and CSS(3)

Web developer internship

September 2011 - January 2012

- Building Flash / Flex / AS3 websites

Flash Flex developer

January 2012 - May 2012

- Building Flash / Flex / AS3 websites
- MVC & OOP
- ActionScript 3
- Flex SDKs

Skills

Development

HTML(5), CSS (LESS & SASS, BEM), JavaScript (Vanilla & jQuery), PHP, MySQL, Vue.js, Liquid, Bootstrap, Bulma, Tailwind CSS

GIT, NPM, Yarn, Bitbucket, Gulp, Grunt

WordPress, Concrete5, Shopify

Software

Google Ads, Google Data Studio, Google Tag Manager, Google Search Console, Google Analytics

Hotjar, SEMrush

Figma, Sketch, Adobe Xd, Photoshop, Illustrator

Jira, ClickUp, Slack

Digital Marketing

SEO (On-page optimization, Keyword analysis, Link building), Search, Display- & Shopping campaigns, Facebook Ads & LinkedIn Ads, KPI tracking, CRO

Education

Fontys Hogescholen

2007 - 2012

Bachelor's degree, ICT Media & Design

Language proficiency

Dutch - native

English - bilingual

German - proficient

Spanish - proficient