Alina Goiea

Front-end Developer for E-commerce | JavaScript, Twig, Shopify Liquid

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PROFILE

Front-end developer with four years building storefront themes, landing pages and checkouts for an e-commerce subscription platform, currently in a team of four front-end developers. Before switching to code I spent nearly ten years in operations and customer support, so I build with the person using the page in mind, not just the code.

EXPERIENCE

Front-End Developer, Marbill Technologies

Marbella, Spain | 06/2022 – Present

- Developed and maintained 10+ custom storefront themes for a growing e-commerce subscription platform with a high volume of monthly orders.
- Turned Figma designs into clean, fast-loading pages with HTML, CSS, JavaScript, Bootstrap 5 and Twig (a templating language similar to Shopify's Liquid).
- Shipped 100+ landing pages and promo campaigns with design and marketing, often on tight deadlines.
- Built the product, cart, checkout and subscription pages, plus the order and shipping emails, making them easier to use on mobile and quicker to buy from.
- Improved page speed and mobile layouts: lighter images, fewer layout shifts and better Core Web Vitals scores.
- Created small JavaScript tools that help the content team translate and check pages in bulk.

Freelance / Self-Directed Projects

Bucharest, Romania | 01/2020 – 05/2022

- Built and deployed responsive web apps with Vue 3 (Composition API, Pinia), Tailwind CSS and Firebase.
- Set up custom Webpack builds and fixed cross-browser styling issues.

Operations Manager, Azelis Romania

Bucharest, Romania | 02/2011 – 12/2019 · Promoted in 2012 after a year as Customer Service Specialist

- Led the customer service team: planned the work, set priorities and handled issues as they came up, much like sprints today.
- Main power user for Microsoft Dynamics AX (ERP/CRM): helped roll out a system upgrade, tested the new workflows, wrote the process documentation and trained colleagues.

SKILLS

- **Front-end:** HTML5, CSS3, Tailwind CSS, Bootstrap 5, JavaScript (ES6+), Twig (Liquid-style templating), Vue 3, responsive design, HTML email
- **CMS & e-commerce:** theme development, reusable sections, landing pages, product, cart and checkout pages, multi-language sites
- **UX & quality:** usability, accessibility, Core Web Vitals, semantic HTML, technical SEO
- **Tools:** Git/GitHub, Figma, Webpack, Firebase, Jest, Jira, ClickUp, AI coding assistants (GitHub Copilot, Claude, Gemini, ChatGPT)

EDUCATION & LANGUAGES

Master's in Marketing and Public Relations, Academy of Economic Studies, Bucharest · 2009 – 2011

Bachelor's in Business Administration (Commerce), Academy of Economic Studies, Bucharest · 2006 – 2009

Languages: Romanian (native), Spanish (C2), English (C1)

CERTIFICATIONS

Front End Web Developer Nanodegree, Udacity (2020) · Vue.js Developer, Zero To Mastery (2021) · SEO Fundamentals, Semrush Academy (2022) · The Ultimate SEO Training, Joshua George (2025)