

# Maddalena Iazzetta

## Web Designer & Developer

Contact

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## Maddalena Iazzetta

I am a web designer and developer with a background in digital marketing.

In 2019 I co-founded a web agency and I've been helping businesses grow ever since through digital designs and strategies.

## Links

### LinkedIn

[Maddalena Iazzetta](#)

### Portfolio

[www.madsportfolio.com](http://www.madsportfolio.com)

## Languages

### English

Fluent, B2

### Italian

Fluent, Native

## Competencies

Web Design

UX/UI Design

HTML, CSS and Javascript

Webflow Development

## Experiences

### Web Designer & Developer | .beeasy Oct 2019 - Today

Digital Marketing Strategist (2019-21);

Web Designer and Developer;

Customer management and acquisition.

### Virtual Assistant | ANNELLA BATTERIES Jan 2020 - Dec 2021

Customer database management;

Email marketing;

Appointment management.

### Acquisition secretary | Buildingcase Roma Sep 2018 - Aug 2019

Acquisition secretary;

Public relations;

Appointment management.

## Formation

### Università degli Studi Roma Tre Oct 2017 - March 2021

Bachelor's degree in Communication Sciences at the Roma Tre University with a final mark of 101/110

### Liceo Artistico Emilio Sereni Sep 2011 - June 2016

Artistic High School Diploma in Architecture and Environment at the Emilio Sereni Artistic High School in Cardito (NA) with a final mark of 86/100.

## Tools

### Design

Figma, Adobe Xd, Illustrator,

Premiere Pro, Photoshop

### CMS and Saas Platforms

Wordpress, Webflow, Shopify

### Marketing Platforms

Meta Business Suite, Google

Ads, MailChimp, MailUp, Klaviyo

### Web Analytics

Google Analytics, Google Tag

Manager, Hotjar

## Certificates

### Google UX/UI Design

March 2021

Professional Certification

through which I learned the foundations of UX/UI design; UX research; user-centered design, accessibility, equity-focused design.

### Webflow Expert Certification

November 2022

Webflow, Webflow CMS, Webflow Development