

# Johanna Petersson

## FULL STACK SOFTWARE DEVELOPER

Borås, Sweden

[johannacarolinep@email.com](mailto:johannacarolinep@email.com) - [LinkedIn](#) - [GitHub](#)

## ABOUT ME

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I am a professional with 8+ years of experience in digital marketing at *Google*, known for my analytical mindset, problem-solving skills, and reliability. Driven by a passion for technology, I have spent the past 2 years honing my programming skills, earning a Distinction in *Full Stack Software Development* from *Code Institute*. I am now seeking an entry-level software developer role where I can contribute to a dynamic team and continue to grow my technical skills.

## TECHNICAL SKILLS

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LANGUAGES:	HTML, CSS, JavaScript, Python, Java, C#
DATABASES:	MySQL, PostgreSQL, SQL Server
VERSION CONTROL:	GitHub, Git
CLOUD:	Heroku, Azure, Cloudinary
FRAMEWORKS:	Django, Bootstrap, React, ASP.NET Core
OTHER:	Node.js, Figma, Balsamiq, Framer

## PROJECTS

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- **TaskManager** - Collaborative to-do app with role based permissions  
ASP.NET Core MVC, SQL Server, Bootstrap  
<https://github.com/johannacarolinep/taskmanager>
- **Viridian Square** - Connecting artists and art buyers  
HTML5, CSS, Bootstrap, JavaScript, Python, Django REST API  
<https://github.com/johannacarolinep/viridian-square>
- **Basil & Thyme** - Recipe website  
HTML5, CSS, Bootstrap, Javascript, Django  
<https://github.com/johannacarolinep/basilandthyme>
- **Banklogic** - Bank system program with GUI  
Java, Java Swing (Private repo, will share on request)
- **ShopRegister** - Terminal based inventory and order management system  
Python | <https://github.com/johannacarolinep/shop-register>
- **Christmas Pantry** - Quiz style web app  
HTML5, CSS, Javascript | <https://github.com/johannacarolinep/christmas-pantry>
- **Watercolour School** - Static course provider website  
HTML5, CSS | <https://github.com/johannacarolinep/watercolour-school>

## EDUCATION AND TRAINING

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### Diploma in Full Stack Software Development (Completed June 2024)

**Code Institute** – Remote (Credit Rated by *The University of the West of Scotland*, EQF 5, 30 ECTS)

A total of 73 ECTS Computer Science courses from Swedish Universities, EQF 6 (all taken remotely Sept 2023–current, all completed with the highest possible grade):

- **Malmö University:**  
Programming in C# (7.5 ECTS)
- **Umeå University:**  
Database technique (SQL, ASP.NET Core) (7.5 ECTS)
- **Luleå Technical university:**  
Introduction to programming in Python (5 ECTS)  
Java and Object oriented programming (15 ECTS)  
Web development I and II (15 ECTS)  
Introduction to Robotics (7.5 ECTS)
- **Karlstad University:**  
Software testing foundations (7.5 ECTS)
- **Linköping University:**  
Introduction to CyberSecurity (3 ECTS)  
Elementals of AI (2 ECTS)  
AI in natural language processing (3 ECTS)

## PROFESSIONAL EXPERIENCE

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### Technical Growth Specialist

uBit, Stockholm (remote) | Oct 2024 – current (part time)

- Digital marketing efforts across multiple ventures, incl. Google Ads campaign strategy, measurement strategy and tagging through Google Tag Manager.
- Setup/configuration of CookieConsent tools such as CookieScript.
- Optimize accessibility and performance scores for websites built in Framer.

### Senior Account Strategist, Google Ads Onboarding

Google, Dublin, Ireland | July 2017 – Jan 2023

- Designed and delivered workshops on Google Ads, analytics, and digital marketing.
- Managed a diverse portfolio of high-tier direct and agency clients, specialising in performance optimization and strategic problem-solving to meet key metrics.
- Mentored and coached team members and supported hiring through interviewing.
- Led strategic planning, reporting on KPIs, and OKRs, driving team performance against regional goals.
- Collaborated with cross-functional teams to promote strategic product adoption and enhance operational efficiency through best practices.

### New Business Associate, Google Ads

Zevas Communications @Google, Dublin, Ireland | Feb 2015 – June 2017

- Prospected, qualified, and established contact with leads for Google Ads high tier onboarding program
- Leveraged CRM system to manage a large and complex pipeline.

## LANGUAGES

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Swedish – Native  English – Fluent