

IVAN ELIAS ROLDAN

Frontend Developer | Webflow & React Specialist | Business & Operations Analyst

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Recent Freelance Projects: [ImprimaFácil](#) | [Alexis](#) | [Photographer](#)

Full-cycle Development and Administration: [Inconcert](#)

PROFESSIONAL SUMMARY

Versatile professional with over 5 years of experience in Frontend Development and a strong 7-year background in Accounting and Real Estate Operations. Expert in Webflow, React, and UI/UX implementation, combined with a proven track record in financial auditing, budget management, and operational planning. Adept at bridging technical execution with business logic to deliver high-performance, conversion-oriented results.

CORE SKILLS

Web Development: Webflow, WordPress, React.js, JavaScript, HTML, CSS, Responsive Design.

Technical SEO & Architecture: Performance Optimization, CMS Architecture, API Integration, Git, Agile/Scrum.

Business & Operations: Financial Auditing, Accounts Payable/Receivable (AP/AR), Cash Flow Management, Real Estate Planning, Contract Administration, Budgeting.

Tools: Jira, Trello, Airtable, Node.js, MongoDB, Express.

PROFESSIONAL EXPERIENCE

Frontend & Webflow Developer – Inconcert

August 2023 – February 2026

- Led the technical execution of a global rebranding and full WordPress to Webflow migration.
- Built scalable CMS architectures using Webflow Collections.

- Developed high-conversion landing pages integrated with forms, email automation, and CRM systems.

- Improved performance, loading speed, and technical SEO.

- Integrated JavaScript libraries such as Swiper.js for advanced interactions.

Lead Generator Specialist – Upwork (Freelance)

October 2019 – June 2025

- Data scraping, enrichment, and validation for sales pipelines.

- Large-scale database organization and maintenance.

- Consistent achievement of weekly targets.

Full Stack Developer – RollingCode

June 2021 – August 2023

- Developed scalable web applications using React, Node.js, and MongoDB.

- Worked in Agile Scrum teams with sprint planning and daily standups.

- Delivered projects including a food delivery app and a custom CMS platform.

Accounting & Real Estate Analyst – Bethel, Argentina

June 2012 – October 2019

- Served as Executive Assistant to the General Manager, supporting strategic decision-making and administrative oversight.

- Managed Real Estate Planning, including construction scheduling, property disposal, and closing tracking for real estate operations.

- Controlled Financial Operations, including budgeting, expense management, Accounts Payable (AP), and Accounts Receivable (AR).

- Performed Internal Auditing of accounts and funds, ensuring financial accuracy and regulatory compliance.

- Coordinated Notarial Processes and legal documentation for property transactions and asset donations.

- Administered Lease and Insurance Contracts and conducted training programs for field teams to optimize operational efficiency.

EDUCATION

Data Science – Alura Latam (2024 – 2025)

Full Stack Web Developer – RollingCode (2021 – 2022)

Community Manager – Universidad Tecnológica Nacional (2018 – 2019)

LANGUAGES

Spanish: Native | Portuguese: Professional | English: Intermediate

REFERENCES

INCONCERT

Alba Martín-Aragón de la Fuente - Global Design Director

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Sergio Rodríguez - Frontend Developer

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BETHEL ARGENTINA

Ezequiel Montagut - Accounting Department Assistant Overseer

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OTHER REFERENCES

[Recommendation letter Gramon](#)

[Recommendation letter Biosidus](#)