

Entela Sefolli

SOFTWARE & PRODUCT PROFESSIONAL · PLATFORM & DATABASE

Tirana, Albania

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Motivated technology professional with experience across software development, product ownership, and database systems. Focused on delivering scalable, user-centered solutions through clean code, structured thinking, and close collaboration with cross-functional teams.

Education

University of Tirana – Faculty of Economics

Tirana, Albania

MASTER OF SCIENCE IN INFORMATION SYSTEMS

Oct 2023 – Jul 2025

- Focused on information systems architecture, data analysis, software engineering, and advanced IT technologies.
- Key courses: Big Data Analytics, Database Systems, Information Systems Management, Software Engineering, Business Intelligence.

University of Tirana – Faculty of Economics

Tirana, Albania

BACHELOR OF SCIENCE IN ECONOMIC INFORMATICS

Oct 2020 – Jul 2023

- Studied programming, system analysis, database management, computer networks, and IT applications in economics.
- Key courses: Programming, Algorithms, MySQL/Oracle Databases, Information Systems, Web Development, Data Structures.

Certifications

2026 **Google Project Management Professional Certificate**, Google

2025 **Java Full-Stack Developer Certification**, Tirana ICT Academy

2025 **APTIS English Certification – C1 Level**, British Council

Experience

Armundia Factory

Tirana, Albania

TECHNICAL PRODUCT OWNER | PLATFORM & DB

February 2026 – Present

- Owning the product lifecycle for platform and database components, aligning business needs with scalable technical solutions.
- Working closely with backend and DB engineers on data modeling, schema design, and API specifications.
- Designing and reviewing complex SQL queries, stored procedures, and database workflows to support core functionalities.
- Contributing to database performance optimization, query tuning, and ensuring data consistency and integrity.
- Translating stakeholder requirements into detailed user stories, with clear acceptance criteria and technical validation.
- Coordinating cross-functional teams to ensure reliable releases, system scalability, and continuous improvements.

InterMedia Shpk

Tirana, Albania

PROJECT MANAGER

May 2025 – February 2026

- Leading end-to-end delivery for BookersDesk and Allbookers, including roadmap planning, sprint coordination, and task breakdown.
- Collaborating with Java/Spring Boot developers on API design, backend validation, and deployment preparation.
- Managing domains, DNS, hosting, SSL certificates, and Google Workspace setup.
- Coordinating integrations with Booking.com, Expedia, Airbnb, Agoda, Google Hotel Ads API and other platforms.
- Ensuring product quality through manual testing, regression checks, and UI/UX alignment.

Tirana ICT Academy

Tirana, Albania

FULL-STACK JAVA TRAINEE

Jun 2025 – Dec 2025

- Completed intensive training in full stack development using Java, Spring Boot, MySQL, HTML, CSS, and JavaScript.
- Worked on practical projects involving backend APIs and basic front-end implementation.

InterMedia Shpk

Tirana, Albania

ACCOUNT MANAGER

Jul 2023 – May 2025

- Managed client onboarding, training, support, and account retention.
- Configured domains, hosting, DNS, email services, and Google Workspace.
- Communicated requirements between clients and developers to support feature planning.
- Assisted with front-end updates using HTML, CSS, and JavaScript.

Self-Employed

Tirana, Albania

WEB DEVELOPER & GRAPHIC DESIGNER

2021 – Present

- Designed full brand identities: logos, brochures, business cards, mockups, and social media visuals.
- Created UI/UX designs in Figma: wireframes, prototypes, dashboards, landing pages, and responsive layouts.
- Developed and deployed websites using HTML5, CSS3, and JavaScript with custom animations and interactive components.
- Integrated chatbots, contact forms, automated widgets, and custom JavaScript features.
- Handled full deployment lifecycle: hosting, cPanel, domain setup, SSL activation, email setup, and troubleshooting.
- Implemented SEO: metadata, performance optimization, sitemap.xml, robots.txt, and keyword structure.
- Provided ongoing maintenance, updates, content changes, and long-term technical support for clients.

GIZ

Tirana, Albania

INTERN

Oct 2022 – Mar 2023

- Supported GIZ's digital communication and marketing initiatives by creating content, managing social media channels, assisting with Google Ads campaigns, and contributing to website updates and SEO optimization. Collaborated directly with clients to understand their needs, adjust materials, and provide digital solutions that aligned with project objectives and branding requirements. This role strengthened my skills in digital communication, coordination, and delivering client-focused online improvements.

Academic & Development Projects

Booking System – Full Stack Java Web Application Designed and built a complete booking system using Java Spring Boot, applying a clear MVC architecture to separate business logic, data access, and presentation. Developed controller, service, and repository layers using JPA/Hibernate for persistent data handling. Created the full MySQL schema, defined table relationships, and configured the local environment through XAMPP. Implemented front-end pages with HTML5, CSS3, and JavaScript, including client-side validation, interactive form handling, and organized UI layouts. Focused on clean structure, code readability, and correct routing logic. This project strengthened full-stack engineering fundamentals by combining back-end logic, database design, and practical front-end development.

Movie Recommendation System – Machine Learning Application Implemented a Python-based movie recommendation system that uses TF-IDF vectorization and cosine similarity to determine similarity between movie descriptions. Processed real-world datasets from Netflix/Kaggle, performing text cleaning, feature extraction, and vector generation. Built a functional Tkinter GUI allowing users to browse movies, search titles, and receive recommendations instantly. Focused on creating a smooth user flow, simple interface design, and correct integration between the ML logic and the GUI module. The project demonstrates practical experience in data preprocessing, similarity-based recommendation logic, and desktop application development.

BookersDesk – PMS and Channel Manager Contributed to the development of a large-scale PMS platform by supporting UI improvements, testing API endpoints, and debugging front-end and back-end behaviors. Worked with reservation logic, channel manager flows, and configuration modules, ensuring features functioned correctly across different user scenarios. Collaborated closely with senior developers, participating in code reviews, validating Java Spring Boot logic, and understanding large project structure and workflows. This experience provided valuable exposure to real enterprise-level development processes, structured APIs, and cross-team collaboration.

Allbookers – Booking Platform Development Support Supported the enhancement of the Allbookers platform through API testing, booking flow validation, and UI refinement. Identified and debugged issues related to data consistency, front-end behavior, and user flow interruptions. Assisted developers by preparing test scenarios, verifying edge cases, and ensuring correct implementation of both interface elements and underlying logic. Strengthened understanding of system workflows, platform stability, and how collaborative development improves product reliability.

Responsive Websites – Front-End Development & Deployment Designed and developed multiple responsive websites using HTML5, CSS3, and JavaScript with focus on mobile-first layouts, clean styling, and organized file structure. Integrated interactive components such as contact forms, chatbots, sliders, and animated sections to improve user engagement. Managed deployment end-to-end, including domain configuration, DNS setup, hosting through cPanel, SSL activation, and optimization for speed and accessibility. Gained practical experience in front-end engineering, website deployment lifecycle, and maintaining a smooth and consistent UI/UX across devices.

BusLine – Transportation Management Platform Contributed to BusLine by working partly with Angular components on the front-end and focusing mainly on back-end tasks. Assisted with testing API endpoints, validating service logic, and debugging route, schedule, and booking workflows. Supported integration between the Angular front-end and the Java-based back-end to improve system stability and functionality.

Skills

Programming Languages	Java, JavaScript, HTML5, CSS3
Backend Development	Java Spring Boot, REST APIs, MVC Architecture, JPA/Hibernate
Frontend Development	HTML5, CSS3, JavaScript (DOM, Forms, Components), Responsive Design
Databases	MySQL, XAMPP, SQL Design, Entity Modeling
Tools & DevOps	Git, GitHub, Postman (API Testing), cPanel, DNS Management, SSL Setup
Web Hosting & Deployment	Hosting Setup, Domain Configuration, cPanel Deployment
	Server Management, SEO (metadata, sitemap, robots.txt)
Design & UI/UX	Figma (Wireframes, Prototypes, Layouts), Branding, Logo Design, Graphic Design Assets
Project Management	Agile, Scrum, Task Breakdown, Sprint Planning, Requirements Analysis, Cross-Team Coordination

Languages

Albanian	English	Italian	Turkish
Native	C1 – Advanced (Certified)	A2 – Elementary	A2 – Elementary

Regularly conducted meetings in English with international partners, managing collaboration discussions, API integration requirements, and technical alignment between teams.

Communication & Collaboration

Strong communicator experienced in leading technical and client-facing discussions, ensuring clear requirements, API understanding, and aligned expectations. Highly collaborative, maintaining smooth coordination across developers, designers, and stakeholders by translating business needs into clear and actionable tasks.

- Able to collaborate smoothly in cross-functional teams, contributing to a positive and productive working environment.
- Actively listens, shares ideas clearly, and adapts communication style to different teammates and stakeholders.
- Supportive team member who encourages cooperation, resolves misunderstandings quickly, and helps maintain alignment toward shared goals.

Core Strengths

- Strong problem-solving mindset with attention to detail in both code and system structure.
- Fast learner, highly adaptable to new technologies, tools, and team workflows.
- Strong collaborator with clear communication and teamwork abilities.
- Ability to translate requirements into organized, structured, and actionable tasks.
- Proactive in learning, improving code quality, and supporting team productivity.

Achievements & Highlights

Project Management Leadership Led planning, coordination, and execution across BookersDesk, Allbookers, and BusLine. Directed requirement analysis, supervised development workflows, communicated API updates, and introduced innovative improvements to system processes. Managed integrations with Booking.com, Airbnb, Agoda, Expedia, and Google Hotel Ads API while ensuring alignment between teams and timely feature delivery.

Java Booking System Built a complete booking platform using Spring Boot (MVC), MySQL, and front-end integration with HTML, CSS, and JavaScript. Designed the database schema, implemented controllers, services, and repositories, and ensured smooth functionality through structured development and testing.

Enterprise PMS Development Contributed to platform modules in BookersDesk, Allbookers, and BusLine by performing API testing, debugging, backend validation, and UI refinement. Gained hands-on experience with reservation workflows, channel manager logic, and enterprise development cycles.

Technical Certifications Completed Google Project Management Professional Certificate and Full-Stack Java Developer training, strengthening technical foundations, task organization skills, and cross-team communication abilities.

Responsive Web Builds Designed and deployed multiple responsive websites using HTML, CSS, and JavaScript. Completed full deployment lifecycle including domain setup, DNS configuration, hosting, SSL activation, cPanel management, and performance optimization.