

# Salomón Ramírez Ortega

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## Professional Profile

Multidisciplinary professional with experience in **technology, digital marketing, cybersecurity, customer service, and project management**. Recognized for adaptability, continuous learning, and leadership in multidisciplinary environments. Currently transitioning into **programming, data analysis, and software development** through the Oracle ONE Program (Alura Latam + Oracle).

## Professional Experience

### Technology Advisor – Graduño Abogados (2024 – Present)

- Implemented technological solutions to optimize legal processes.
- Provided IT security support, risk analysis, and training in digital tools.
- Integrated document management systems and sensitive data protection measures.

### Digital Marketing Manager – Guayabita Consulting (2024 – 2025)

- Led digital strategies (SEO/SEM, social media, email marketing).
- Analyzed metrics to optimize campaigns and maximize ROI.
- Collaborated with creative teams on conversion-oriented content design.

### Social Media & Web Project Coordinator – All in One Cabo (2022 – 2024)

- Managed social media strategies and digital campaigns for the premium tourism sector.
- Developed and maintained websites to promote tourism services.

- Coordinated digital projects, achieving a 40% increase in online bookings.

#### **Customer Support Specialist – Teleperformance (Comcast & Xfinity, USA) (2025)**

- Assisted U.S. customers with telecommunications services.
- Resolved technical issues related to TV, Internet, and phone services.
- Trained and supported new agents to improve service quality.

#### **Customer Service Representative – Teleperformance (XOOM ENERGY, USA) (2024 – 2025)**

- Handled customer support across multiple channels (chat, phone, email).
- Provided technical troubleshooting and post-sales assistance.
- Maintained high customer satisfaction standards (NPS > 85%).

#### **Commercial Operations Manager – Farmacias del Ahorro (Year – Year)**

- Supervised commercial operations and ensured sales targets were met.
- Managed inventory, staff control, and compliance with health regulations.
- Implemented sales and customer service strategies.

#### **VIP Host – Splash, Los Cabos (2015 – 2016)**

- Provided personalized service to VIP clients and coordinated exclusive experiences.
- Organized private events and managed premium services.

#### **Guest Butler – Hard Rock, Los Cabos (2014 – 2015)**

- Delivered personalized service to VIP guests.
- Coordinated reservations, transportation, and exclusive experiences.

#### **Host, Waiter & Bartender – Cabo Wabo, Los Cabos (2008 – 2014)**

- Served international customers in a high-volume environment.
- Prepared beverages and managed bar operations.
- Assisted in organizing themed events and brand promotion.

#### **Technology Promoter – Hisense (2021 – 2022)**

- Demonstrated and sold electronic products at retail points.
- Trained customers on the use of smart devices.
- Increased sales by 30% through engagement strategies.

### **Pharmacist – RMC Pharmacy, BCS (2019 – 2021)**

- Dispensed medications and advised patients.
- Managed inventory and ensured compliance with health regulations.
- Collaborated in community health campaigns.

### **Operations Manager/Coordinator – Comercializadora Farmacéutica de Chiapas (2000 – 2008)**

- Supervised logistics and supply chain for medical products.
- Implemented automated inventory systems.
- Reduced operating costs by 15% through process optimization.

## **Education & Certifications**

- **Oracle ONE Certification – Data Analyst** (in progress, 2025).
- **Beginner Programming Training – Oracle ONE** (in progress, 2025):  
Programming Logic, Git/GitHub, HTML, CSS, JavaScript, Challenge-Based Learning, Generative AI.
- **Computer Science Certification – Harvard CS50** (in progress, 2024).
- **Defensive Military Cybersecurity Certification – DARFE** (in progress, 2024).
- **Laptop Repair Technician – Fundación Carlos Slim** (2021).
- **Cybersecurity Risk Analyst – Fundación Carlos Slim** (2020).
- **Bachelor's in Computer Science (incomplete) – UTEZ** (1999 – 2000).
- **High School – INEA** (1997 – 1998).

## **Languages**

- Spanish: Native
- English: Advanced
- Russian: Beginner

## **Hard Skills**

- **Digital Marketing:** SEO, SEM, Social Media, Email Marketing

- **Web Development:** WordPress, HTML, CSS, programming logic, Git/GitHub
- **Data & AI:** Data analysis, Generative AI, Prompt Engineering
- **Cybersecurity:** Risk analysis, defensive cybersecurity
- **Project Management:** Team coordination, strategic planning, KPIs
- **Multimedia Content:** Production of photos, videos, and digital material

## Soft Skills

- Leadership and team management
- Problem-solving and critical thinking
- Effective communication and collaboration
- Adaptability and continuous learning
- Creativity and innovation
- Results orientation and stress management