

Carlos Suarez

Front End Developer

A **self-taught developer** with strong self-determination, focus, and willingness to learn. While working in online advertising, I developed an interest in understanding how websites function. I really enjoyed the technical part of the industry, learning about websites, and troubleshooting technical issues. Having a curious personality, I started learning to program, focusing on front end technologies such as **JavaScript, HTML/CSS, and React.js**. I really enjoyed seeing how a small line of code would be instantly reflected on the browser and allow users to execute different actions.

Ever since I started this journey, I have executed different projects that confirm my interest and my commitment to pursue a career in this field. Furthermore, I'm sure that my professional experiences could provide a different perspective when it comes to solving problems, planning, and working across multiple teams. My main objective is to become a versatile professional capable of helping companies to achieve, not only technical goals but also their overall business growth.

EXPERIENCE

August 2021 – Current: Pinterest, Dublin — *Tag and Technical Analyst*

Work collaboratively with the sales team and Advertising partner's when issues occur in their technical setup of advertising solutions – to review and identify issues and propose solutions

- Suggest and implement ways to reduce technical set up issues and improve speed of Advertising solution setup
- Tag Troubleshooting: Conversion, Retargeting, Dynamic Retargeting, Tag Manager, Analytics
- Tag implementation, creating, validating and testing custom tags through GTM
- Audit existing set-up and recommend best practices based on implementation including Events

Key Skills: Troubleshooting, Project management, Effective Communication

August 2018 – April 2020: AdRoll Group, Dublin — *Account Manager and Customer Success Manager*. Markets: UK - EMEA

Business Responsibilities

- Work across multiple teams, leading different projects and maintaining clear communication channels.

Technical Responsibilities

- Setting up multiple display campaigns across **Web and Social media(Facebook)**
- **Troubleshooting** multiple campaign elements such as pixels, ad libraries and website tagging
- **Pixel implementation**, overall website flow understanding and including conversion tracking, click based segmentation and analytics

Key Skills: Team Work, Leadership, Effective Communication

Linkedin:

<https://www.linkedin.com/in/carlos-suarez-msc-a3659141/>

Github page:

<https://github.com/CarlosSuar ezJS20>

EDUCATION

2014-2016 MSc International Management, **King's College London, UK** (*Merit Achieved*)

2010-2013 BA International Marketing, **Westminster University, London, UK** (*First Class*)

PROGRAMMING SKILLS

- **JavaScript,**
- **HTML**
- **CSS**
- **React.js**
- **TypeScript**
- **Git**

OTHER USEFUL TECHNOLOGIES

- **Google Analytics**
- **Google Ads Reach**
- **Google Tag Manager**

LANGUAGES

Spanish, English

PERSONAL DETAILS

Email:

carlos.escobar_uk@live.com

Phone: +447903830468

April 2017 - July 2018: MASABI, London, *Business Development and Marketing Executive*. Markets: *Europe, LatAm, Asia Pacific*

Online and Offline Marketing Activities

- **PPC campaign** set up (Google AdWords) for the UK and US. Managing month budget, keyword generation and working in conjunction with the Marketing manager content strategy
- **Email marketing campaigns** designed and executed through **HubSpot** and **SalesForce**

Key Achievement: Digital marketing, CRM, Project Management.