DIEGO ERNESTO PORRAS VERA

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Profile

Dynamic Web & Digital Marketing Specialist with extensive experience in crafting tailored digital strategies, enhancing brand presence, and optimizing both web and social media channels. Proven ability in video production and graphic design complemented by a Bachelor's Degree in Systems and Informatics Engineering. Committed to delivering innovative and effective solutions for diverse clients.

Work experience

Web & Digital Marketing Specialist
August 2024 - November 2025

Boston Tech Service, Boston, Massachusetts, United States

- Designed and developed custom websites for small and medium-sized businesses, adapting structure, layout and content to each client's industry and objectives.
- Created branded materials such as company T-shirts, business cards and other printed assets to strengthen clients' visual identity.
- Set up and managed social media profiles (e.g. Facebook, Instagram, TikTok) for clients, establishing their online presence and supporting basic content and posting strategies.
- Created and optimized Google Business Profile (Google Maps) listings to improve local visibility and help clients attract nearby customers.
- Developed digital menus for restaurants (including QR-based and web-based menus) and tailored landing pages or full websites for other types of businesses.
- Collaborated directly with business owners to understand their needs, present proposals and deliver integrated digital solutions (branding, web, social media and local positioning).

Digital Marketing Manager
April 2024 - July 2024

Stars Branding, East Boston, Massachusetts, United States

- Design advertising flyers for the owner's other businesses (restaurants), develop a pitch for paid advertising campaigns, and create the full timeline for the video to be used in online promotion, including the preparation of the advertising script.
- Publish videos periodically on the company's social media platforms showcasing all the services offered and make any necessary revisions to the flyers.
- Manage the video production process from start to finish: from creating images with AI, through recording and color grading, to delivering the final piece, all within a specific budget and campaign duration.

Generalist Designer – Video, Audio & Graphics
January 2019 - June 2024

Freelance (Self employed), Peru

- Edit and produce video content using Adobe Creative Suite, DaVinci Resolve and Resolume for social media, events and promotional campaigns.
- Record, edit and mix audio with FL Studio, Ableton Live 11, Novation tools, iZotope and Serato DJ, ensuring professional sound quality for mixes, events and online content.
- Design visual assets and marketing materials with Adobe Illustrator and Photoshop, including logos, flyers, banners and social media creatives aligned with brand guidelines.

Information Technology Sales Consultant
March 2023 - October 2023

cRC STORE, Huancayo, Junín, Peru

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Worked as a sales advisor for laptops, desktop computers, and printers in the highly competitive technology marketplace in downtown Huancayo, where numerous businesses offered similar products such as computers, printers, scanners, and accessories.

- Provided personalized guidance to customers based on their technical needs and budget, explaining product features, specifications, and performance differences to support informed purchasing decisions.
- Supported overall sales of technological equipment and related accessories, including printer supplies and peripherals, helping to increase revenue by recommending complementary products and ensuring that customers received complete solutions for their home, office, or business technology requirements.

Education

Bachelor's Degree , Systems and Informatics Engineering   *March 2015 - July 2022*
Universidad Continental

Skills

3D Modeling • Video Production • Content Creation • Video Editing • Wordpress • Web Design

Languages

Spanish • English

IT skills

Video Editing Skills • Content Management • 3D Animation • Audio Mixing Tools • Social Media Ads
- HTML/CSS Skills