Email Marketing || QA Tester || Dev Front End
Elías Antonio Armas

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More than 3 years of experience as a Software Developer. I led FrontEnd development at Meat Code, achieving 75% improvement in product delivery, 55% improvement in web efficiency and a unified production platform. I am dedicated to creating efficient and scalable solutions that drive business growth and improve user experiences.

PROFESSIONAL EXPERIENCE

MEAT CODE   **Chile, Santiago**
Email Marketing Producer Developer   *March 2024- January 2025*

30% increase in email open rate by implementing effective subject line strategies.

- 25% improvement in click-through rate through visually appealing designs and persuasive calls to action.
- 20% reduction in bounce rate by optimizing subscriber database segmentation.
- 40% increase in conversion rate through content personalization and A/B testing.
- Internal recognition for the email marketing campaign that generated the highest ROI in the company's history.
- Implemented an email automation system that reduced time spent creating and sending campaigns by 15%, while improving consistency and timeliness in sending promotional and transactional emails.

Chicks Gold Inc.   **Cánada, Ottawa**
QA Testing Manual   *July 2022-December 2023*

- Perform comprehensive functional and non-functional testing of user interfaces to ensure quality and usability.
- Report defects in detail and collaborate with developers for resolution.
- Contribute to mitigation and tracking plans to maintain quality throughout the development cycle.
- Manage test, staging and production environments for smooth transitions and successful product delivery.
- Oversee actions to ensure quality standards are consistently met.
- Verifying software compatibility across browsers and devices (desktop, tablet, mobile) to ensure consistency of user experience.
- Performance testing to assess system responsiveness under various workloads.
- Performing integration testing with external systems and APIs for seamless software operation.
- Maintaining databases to support system functionality.

EDUCATION

ANDRÉS ELOY BLANCO TERRITORIAL UNIVERSITY   **Barquisimeto, Venezuela**
Computer Engineering   *December 2024*
Honors: Certificate in Computer Technical Support and OOP Programming
Web Application Developer Certificate
Language student

ADDITIONAL SKILLS

- Develop & maintain automated test scripts for Salesforce Sales & Service Cloud, Perform smoke, functional, regression, and integration testing, Implement test automation frameworks using Selenium WebDriver, Java, Python, PowerShell, Node.js, Conduct REST/SOAP API testing with tools like Postman & SOAP UI, Work within Agile, DevOps, and CI/CD environments using GitLab & Copado, Troubleshoot, document, and report defects, Collaborate with development, QA, and product teams, 5+ years of Salesforce automated test scripting experience (Sales & Service Cloud), Strong coding skills in Java, Python, PowerShell, and JavaScript (Node.js), Expertise in Selenium WebDriver, API testing, and Salesforce CLI (SF CLI), Experience with SQL & NoSQL databases, Familiarity with Agile, Scrum, and DevOps practices, Knowledge of CI/CD tools such as GitLab & Copado, Experience with Cypress or Provar Framework (a plus), Salesforce Certifications (Admin, Platform Developer, App Builder), Knowledge in Mailchimp, Mailjet, PHP, MySQL, Bootstrap, C, C++, Laravel, HTML, CSS, JavaScript, Vue.js, jQuery, React Native, SASS, Git, GitHub, SQL, Database, Photoshop, Npm, WordPress, Azure DevOps, Infrastructure, Jira, APIs, Experience in RUP and agile methodologies, Bug reporting using JIRA and Azure DevOps, Manual testing, smoke testing, exploratory testing, test case creation and test data generation, Performance testing, white box and black box testing, unit testing within the software lifecycle, Bug reporting, Salesforce Service Cloud, SFMC, agile project management, Web development, Web design, Web programming, Web applications, Front-end development, Back-end development, Responsive web design, User interface (UI) development, User experience (UX) development.