GERSOM BAHENA

BACHELOR IN BUSINESS RELATIONS

Contact

📞 (+52) 733-335-6691

✉ gersombs@gmail.com

📍 Ciudad de México, Mex.

in www.linkedin.com/in/gersombs/

Professional Profile

Graduate in Business Relations with a focus on web development and digital marketing. Skilled in frontend development, website optimization, and creating innovative strategies for digital business growth. Continuously updating knowledge in Growth Hacking, web analytics, and marketing automation to deliver measurable results.

Professional Experience

Web Development Freelancer | 2023-Present

- Developed custom user-centered websites (UI/UX), focusing on mobile-first design and SEO best practices.
- Streamlined client workflows by automating repetitive tasks using Zapier, reducing manual effort by 30%.
- Utilized Google Optimize for A/B testing, achieving a 15% increase in conversions.

Junior Frontend Developer | 2023

Marketingenial

- Maintenance and optimization of websites using HTML and CSS.
- Implementation of user experience improvements to increase retention and conversion rates.

Marketing Associate | 2021-2022

Aceros y Materiales Luna

- Creation and implementation of corporate branding.
- Website redesign to align brand identity with corporate values, boosting trust among potential clients.

Education

Instituto Politécnico Nacional | 2016-2022
Bachelor's Degree in Business Relations

Specializations:
- Marketing
- Sales Management
- Advertising

Courses & Seminars:

- Procurement of Goods and Contracting of Federal Public Sector Services (2024).
- Applications of Psychology in Marketing Work (2023).

Technical Skills & Competencies

Web Development:
`</>` *Languages:*
JavaScript (ES6+), HTML5, CSS3

🌐*Web Technologies:*
React.js, Next.js, Three.js, Tailwind CSS, Node.js

Languages:

English (Intermediate oral, Advanced written).

Digital Marketing & Growth Hacking:

User acquisition/retention strategies, SEO/SEM, A/B testing, automation tools (Zapier).