





SOPHIA MARTINEZ

WEB DEVELOPER

CONTACT

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-  [My portfolio](#)
-  123 Anywhere St., Any City

SKILLS

HTML

CSS

JavaScript

ReactJS

EDUCATION

Emerald College

**Bachelor of Science in
Computer Science**

2008-2012

LANGUAGES

English

German

Spanish

PROFILE

Transitioning from a rich 9-year background in marketing, I'm embarking on an exciting journey as a Junior Web Developer. My diverse experience has armed me with a unique perspective that blends creativity, strategic thinking, and a deep understanding of user behavior.

As a passionate newcomer to the world of web development, I've harnessed my drive and determination to master the latest technologies. Through dedicated learning and hands-on projects, I've become adept in crafting seamless and engaging web experiences. My toolkit includes HTML, CSS, JavaScript, and I'm well-versed in utilizing frameworks like React to bring dynamic functionalities to life.

WORK EXPERIENCE

Marketing Campaign Manager

InnovateX Solutions 2020-2023

- Developed and executed innovative marketing campaigns that resulted in a 20% increase in brand visibility and a 15% rise in customer engagement.
- Collaborated with cross-functional teams to create compelling content for digital and print channels, ensuring consistent brand messaging.
- Conducted market research and competitor analysis, identifying key trends and insights to refine campaign strategies.
- Utilized data analytics to measure campaign performance, adjusting tactics in real time to maximize ROI.
- Managed a team of graphic designers and copywriters, fostering a collaborative environment and ensuring timely delivery of high-quality assets.

Social Media Strategist

NexaReach Marketing Agency 2019-2020

- Devised and executed dynamic social media strategies across platforms, resulting in a 25% growth in follower base and a 30% boost in user engagement.
- Created engaging and shareable content, leveraging both visual and written components to enhance brand storytelling.
- Collaborated with clients to understand their unique voice and objectives, tailoring social media plans to align with their brand identity.
- Monitored social media trends and emerging platforms, recommending and implementing new strategies to keep clients ahead of the curve.
- Generated comprehensive monthly reports detailing key metrics and insights, providing clients with actionable recommendations for ongoing improvement.