



CRISTHIAN RECALDE

Ibarra, Ecuador, +593996221950, recaldec@gmail.com

PROFESSIONAL SUMMARY

Strategic Marketing Manager reaches target consumers with multifaceted approaches based on sound data and insightful marketing expertise. Proven team builder, project manager and promotional leader with solid record of success across industries and markets.

Progressive software development team member skilled at optimizing designs based on current and expected demands. Works effectively in high-pressure environments to meet challenging design standards and schedule targets. Expert in programming languages and design tools.

Versatile software development professional successful producing robust systems to meet diverse customer needs. Manages projects and teams to accomplish challenging timelines. Explores technical capabilities and push boundaries to exceed expectations.

Stays on top of demands in fast-paced environments by effectively using slow periods. Maintains organized, clean, and safe work areas with diligent attention to important details.

SKILLS

- Customer Acquisition
- Data Analytics
- SEO Optimization
- UX and UI Design
- Machine Learning
- Software Development
- Partnership Development
- Social Media Platforms
- Web Analytics
- Artificial Intelligence
- User Experience Design
- Front-End Development
- Digital Marketing
- Data structures
- Business Development
- Version Control
- User Interface Design

EXPERIENCE

IT-Direktorin (CTO)

April 2021 - Current

IsnotCristhianr | Ibarra, Ecuador

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- Achieved critical business targets with seamless technological infrastructure and customized solutions.

- Improved business intelligence data collection, tracking and reporting with robust technological solutions.
- Expertly managed risks and technical priorities, balancing executive directives with front-line requirements.
- Conducted regular risk assessments to mitigate potential threats to company data or systems.
- Collaborated with executive management to determine short-and long-term technology needs.

Development Engineer

January 2023 - Current

Web Cats | Ibarra, Ecuador

- Automated server provisioning with tools like Ansible, Chef, or Puppet.
- Optimized deployment and delivery practices with use of good planning and team engagement abilities.
- Partnered with development, IT and database teams to manage backups for servers and data centers.
- Managed field installations, overseeing work of contractors and collaborating with architects and inspectors to address build issues.
- Coordinated efficient handover from design development to production phases, providing detailed schematics, specifications, and instructions to meet quality and performance targets.
- Incorporated new technologies into designs, staying at the forefront of [Type] work.

Freelance Software Engineer

December 2019 - February 2021

Hood.code | Pasto, Colombia

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- Migrated legacy systems to modern platforms ensuring compatibility without sacrificing functionality.
- Interpreted technical specifications and government regulations for maximum compliance.
- Participated in Agile development processes including daily stand-ups, sprint planning, and retrospectives.
- Generated procedure manuals, progress reports and project correspondence.
- Implemented intuitive, easy-to-navigate and aesthetically pleasing user interfaces.
- Resolved critical production issues by debugging code, analyzing logs, and collaborating with support teams.

Marketing Manager

February 2020 - Current

AGROINDUSTRIAS EQUATORIAL | Ibarra, Ecuador

- Created innovative marketing solutions collaborating with colleagues and senior executives.
- Analyzed past and present trends to devise recommendations for future strategies.
- Presented at staff meetings and manager meetings on marketing progress and updates.
- Drafted and distributed press releases, articles and social media posts.

- Allocated budget resources effectively across various marketing initiatives while ensuring positive return on investment.

EDUCATION

Grado en Ingeniería, Tecnología de la Información y Comunicación - Ingenier September 2024
Pontificia Universidad Católica del Ecuador, Ecuador

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International Bachelor's degree September 2020
Unidad Educativa Teodoro Gomez de la Torre

WEBSITE, PORTFOLIO AND PROFILES

- isnotcrsthianr.me/
- www.linkedin.com/in/isnotcrsthianr

CERTIFICATIONS

- Azure Fundamentals Microsoft
- Introduction to IoT Cisco
- Diseño Web con HTML5 + CSS
- Coursera Programa Especializado - Google IT Support - Spanish
- Introducción al Desarrollo Web: HTML y CSS (2/2)

LANGUAGE

English



Intermediate
(B1)

Spanish



Proficient (C2)