



Lenny Jose Mercado Valdez

Dynamic and detail-oriented Web Developer and Marketing Specialist with a knack for conceptualizing and delivering elegant, user-friendly solutions effectively and efficiently. Armed with a deep sense of responsibility and well-developed interpersonal skills. Committed to excellence, with a passion for leveraging technical skills to drive business growth.

Core Competencies

- **Web Development:** Proficient in React, JavaScript, Tailwindcss, Bootstrap.
- **Database Management:** Hands-on experience with MongoDB and PostgreSQL
- **Backend Development:** Proficient in Node.js and Express.js.
- **Marketing:** Proven track record in developing effective marketing strategies that drive growth and customer engagement.

Education and Qualifications

Marketing and international business

Sep 2019 - Jul 2023

UNPHU, Santo Domingo

Graduate in International Business and Digital Marketing. I have developed exceptional skills in managing marketing campaigns, capturing potential clients, launching strategies, branding, and B2B businesses. In addition to this, I bring three years of experience from my role as a Sales Representative at AlticeDo. This role not only solidified my knowledge in business and marketing but also allowed me to develop my skills as a salesperson, analyst, team leader, and supervisor. This combination of education and experience equips me with a unique perspective and a diverse skill set that I believe would be a valuable asset to any team.

Digital Marketing

Mar 2020 - Apr 2022

Google Active, Santo Domingo

During the period from 2020 to 2022, I was able to participate in various online courses through Google Active. These courses provided me with a deeper understanding of how businesses should prepare for the digital era, including its advantages, challenges, new business models, social media, and branding. I was able to apply this knowledge to my entrepreneurial ventures and university studies, enhancing my practical understanding of these concepts. This experience has equipped me with a comprehensive understanding of digital business strategies and their practical applications.

Work experience

Sales Representative

Feb 2017 - Jan 2020

Callmax Dominicana, Santo Domingo

At Callmax, I served as a Sales Representative, where I honed my skills in communication, sales, data management, customer service, team leadership, and supervision. This role provided an excellent opportunity to solidify my foundation in marketing and business. I was continually training and adapting to the company's new offerings and customer needs to fulfill my role and achieve my goals. I sold various company products and services, including internet packages, telephone service, TV, plan changes, and more. This experience has equipped me with a diverse skill set and a deep understanding of customer-centric business strategies.

Software Developer

Sep 2022 - Present

Sintetix Hub, New York

I work as a freelancer or independent developer, with the goal of eventually formalizing my role within a solid company. Currently, I develop web services and applications with a focus on the visual aspect. I am responsible for creating well-crafted design prototypes and ensuring a smooth user experience through the creation of visual components. Although my role is primarily frontend, I also handle backend integration for services, REST APIs, databases, queries, etc. This versatility allows me to identify and efficiently solve problems, and to work collaboratively with a team to develop products.

Personal

Name

Lenny Jose Mercado Valdez

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Date of birth

10-02-1997

Gender

Male

Nationality

Spanish

Driving license

n/a

Website

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LinkedIn

<https://www.linkedin.com/in/lenny-mercado-valdez-330643141/>

Interests

Programming

Blog Reading

Discover New Tecnologies

Languages

Spanish

Native

English

Intermediate

Skills

