


Mariano Tami

Front-End Developer & Marketing Manager


I'm a creative professional with 3+ years of experience in marketing and web development. I'm passionate about driving organic growth and achieving measurable results. I have an analytical approach and an innovative mindset.

 Buenos Aires, Argentina.

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 pidevelopment.web.app

Work experience

Marketing Assistant - Further Languages - 04/2023 - Present.

- Responsible for social media (LinkedIn, Facebook, and Instagram), generating creative and professional designs using Canva.
- Increased Instagram reach by 334.3%, post reach by 225.5%, and LinkedIn followers by 462.5% in 115 days through organic marketing strategies.
- Developing a unique brand voice and using it consistently across all platforms and publications.
- Manage internal marketing and effective communication with teachers and staff to motivate and maintain a tight-knit community.

Web Developer - pidevelopment.web.app - 08/2021 - Present.

- Designed and develop 6+ high-performance websites using HTML, CSS, Bootstrap, JavaScript, WordPress, and Shopify, consistently achieving over 90% performance on all pages.
- Implement SEO strategies to improve the positioning and visibility of websites in search engines.
- Implement Google Analytics tags on all pages developed to monitor and analyze key metrics.
- Create a complete e-commerce site on Shopify for a dropshipping business, including inventory management and order processing systems.
- Optimize existing WordPress websites for US companies resolving technical issues and optimizing performance for faster loading and improved user experience.
- Use of Git for version control and collaboration with remote development teams.

Education

Bachelor in Natural Sciences

María Montessori Institute

2009 - 2014

Languages

Spanish

Native or Bilingual Proficiency

English

Full Professional Proficiency

Certifications

Full-Stack Python Developer.

Codo a Codo, Buenos Aires - 2022

Fundamentals of Digital Marketing.

Interactive Advertising Bureau, The Open University - 2020

Introduction to Web Development.

Institute of International Economics, University of Alicante - 2020

Cybersecurity in Telework.

INCIBE, National Institute of Cybersecurity - 2020

Skills

HTML & CSS **JavaScript** **WordPress**

Shopify **Social media** **Git - Github**

Creativity **Copywriting** **Web Analytics**

Analytical skills **Critical thinking**

Leadership and Motivation

Effective Communication

Active Listening