Marina Guadalupe Aguirre

Web developer | Front end and back end development

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# Since 2022, I have focused on FrontEnd and BackEnd development. I implement custom software solutions from scratch, with a mobile-first and cross-platform approach. I develop interactive, dynamic websites with responsive design.

# I enjoy designing user-friendly, easy-to-use, and fast-loading interfaces. I offer end-to-end solutions because I work with the Node.js ecosystem. I write clean code, following best practices and coding standards.

# I seize learning opportunities to enhance my skills and knowledge in web development. With my 5 years of experience in Social Media and 19 years in digital marketing and e-commerce, I offer a comprehensive perspective for web design projects.

# SOFT SKILL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| * Adaptability. * Resilience. * Efficient time management. * Strategic thinking. * Persuasive. * Critical thinking. | * Effective Communication. * Problem solving. * Attention to detail. * Empower team colleagues. * Teamwork abilities. * Customer-focused. | * Native Spanish speaker * English Level: Intermediate. * Agile methodology. * Proactive. * Motivated learner. * Conflict resolution. |

# TECNICAL SKILL \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* HTML 5
* CSS 3
* JAVASCRIPT ES6
* JS ECOSYSTEM
* MySQL
* NODE.JS
* EXPRESS.JS
* HANDLEBARS.JS
* REACT.JS
* REACT NATIVE
* NPM
* GITHUB
* BOOTSTRAP
* TAILWIND CSS
* SWIPER.JS
* FRONT END
* BACK END
* WEB DEVELOPER
* UX DEVELOPER
* UI DEVELOPER
* WORDPRESS
* WOOCOMMERCE
* ELEMENTOR
* VS CODE
* PostgreSQL

# ACADEMIC TRAINING \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Web Developer - Front End Developer**  National Technological University of Buenos Aires. Grade: 10

**Intensive Scrum Master Seminar** Instituto Superior Santo Domingo. Córdoba, Argentina

**Diploma in Digital Marketing**  Universidad Blas Pascal. Córdoba, Argentina **Digital Marketing: Horizontal Branding**  University of Palermo. Buenos Aires, Argentina

**GAP - Google Advertising Professional**  GOOGLE. Palo Alto, California, USA **Lic. in Social Communication, Research and Planning (incomplete)** National University of Córdoba. Cba, Arg.

# WORK EXPERIENCE \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* **Web developer - Freelance - 01/2022 - Actualidad - Salta, ARGENTINA**

I specialize in both frontend and backend development, crafting customized solutions for various needs. My passion lies in building interactive and dynamic websites with responsive designs. I prioritize user-friendly interfaces with seamless navigation and fast loading times. Whether you're a small startup or a large corporation, I offer comprehensive solutions tailored to your requirements.

# WORK EXPERIENCE\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* **Consultant and Business Advisor - 08/2015 - 2022 – E-commerce, Digital Marketing & Social media.**

With nearly 20 years of experience, my mission is to assist companies, businesses, and public or private institutions in achieving their objectives. My expertise centers around internet-based businesses, particularly e-commerce, and digital marketing. I specialize in the retail, IT, and finance sectors, providing tailored strategies to drive success.

* Focus on improving CRO tactics to increase client ROI
* Identify growth opportunities
* Implement continuous business improvement
* Develop synergy with other business areas to execute commercial plans
* Manage crises
* Create dashboards and define KPIs to report management results
* **Marketing and Communication – Obraplus S.A. 05/2019 – 09/21 - Tucumán, ARGENTINA**

Project Manager of the 3 new websites (Obraplus, Tinacos Aquatank).

* Expanded and strengthened B2B communication and sales
* Increase the online presence of the company's 5 brands by more than 600%.
* Enhanced digital processes and use of online tools among the sales team, suppliers, and clients
* Project Manager for the restyling of 5 brands and the creation of 3 new websites
* Reduced fixed merchandising costs by engaging new national suppliers
* Increased advertising efficiency both online and offline
* **Sales & Marketing Supervisor - Distributor (Unilever | Levite | Villavicencio) 03/2014 – 06/2015**

I was responsible for overseeing the performance, training, and motivation of a sales team working in 7 cities.

* I select and implement the new sales CRM with real-time geolocation.
* I set and monitor sales targets and quotas for my team, based on company objectives and market conditions.
* Led and trained the sales team.
* Analyzed, selected, and implemented new technological and commercial tools.
* Developed new campaign rollouts and innovations.
* Conducted sales team training for optimization using geolocation technology.
* Identified growth and improvement opportunities in sales points across 7 cities.
* Analyzed Market Share performance by zone.
* Controlled main KPIs.
* Designed quantitative and qualitative company objectives.
* Presented management results monthly.
* Created promotions, discounts, and benefits tailored to each zone and city.
* Ensured customer satisfaction and added value to the overall structure.
* **Online Marketing Manager - Harriague + Asociados. 09/2010 – 08/2013 - Córdoba, ARGENTINA.**

I led the "Business Unit" specializing in Digital marketing consultancy and implementation for clients in the IT, Financial, Retail, and Government sectors.

* Identified business opportunities to increase ROI.
* Optimized crisis management, turning them into opportunities for continuous improvement.
* Implemented comprehensive Search Engine Marketing (SEM) and Search Engine Optimization campaigns.
* Social Media: Management and Advertising on social media (SMM) + Social Media Optimization (SMO).
* Content Marketing: Wrote and produced advertising, promotional, and branding pieces.
* Talent Management: Led in-house teams and trained and coached client staff.
* Web Analytics and Data Analysis: Social Media Measurement, Analytics, Dashboards, and KPIs.
* Managed client campaign crises, turning them into improvement opportunities.
* **Head of Digital Marketing - Neticel e-business solutions. 03/2005 – 08/2010 - Córdoba, ARGENTINA**

Performed business consulting to bring traditional businesses into the cloud by implementing or improving their online branding. My role: to perform a preliminary and then a detailed diagnosis of the brand/company to provide a digital strategy aimed at increasing ROI.

Among my tasks, I can highlight:

* Web analysis and online reputation management.
* Creation and optimization of online advertising campaigns.
* Proficiency in Internet and online marketing tools (Search Engine Listings, Social Media, Google AdWords, Google Analytics, SEO, SEM).
* Results analysis, statistics, and report creation.
* Creation, writing, and management of content for the company's website.
* Researching new technologies and/or marketing actions to enhance online presence.
* Conceptual and content development for various online marketing materials (flyers, landing pages, banners).
* Supervision of banner creation and website implementations.
* Training of the client's staff to manage the new digital tools of the business.
* **Account Executive, e-Marketing - PlanetaActivo.com 04/2006 – 02/2008, Córdoba, Argentina.**

Managed customer service and sales for online stores (e-commerce) of various websites: UOL Sinectis, Fox Sports, and Sports Clubs in Argentina. Handled global product shipments from Córdoba. My tasks included:

* Advised and served clients pre and post-sale via email, phone, and face-to-face
* Fostered and developed new clients and affiliated firms
* Negotiated contractual conditions with affiliated firms
* Provided post-affiliation advice (problem resolution, self-management capacity)
* Developed, executed, controlled, and adjusted new marketing strategies
* Interacted with various company areas: Finance, Sales, Systems, and Purchases
* **Data Entry - Jr Front End - PlanetaActivo.com 03/2005 – 03/2006, Córdoba, Argentina.**

Started at PlanetaActivo.com as a Data Entry role, managing databases for e-commerce of

* UOL Sinectis,
* Fox Sports,
* River Plate (in English, Chinese, and Spanish),
* San Lorenzo de Almagro,
* Newells Old Boys,
* Banfield,
* Velez Sarsfield,
* Rosario Central,
* Belgrano de Córdoba,
* Talleres de Córdoba,
* Newell's Old Boys, etc.