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 experience in Social Media, digital marketing and e-commerce, I offer a comprehensive perspective for web design projects.

# SOFT SKILLS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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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. |

# TECHNICAL SKILLS\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

* 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 - 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.

*My technical skillset includes: JS - Node Js - React JS - React Native - MySQL - HTML5 - CSS3 - WordPress - Bootstrap - Express JS - GitHub*

* **Web Designer and Developer -** **SAL Startup accelerators - 2024 - Remote – España.**
* I designed and coded the website of this fantastic startup, ensuring it's user-friendly, efficient.
* Created a visually compelling and intuitive, conversion-optimized web page and flows, working closely with the cofounders.
* I ensured design are responsive and optimized for various devices and browsers.
* I integrated SEO best practices into web design to improve site visibility and search rankings.

*TECH: Swiper.JS, UI/UX animations, HTML5, CCS3, Javascript, Bootstrap and Visual Studio Code*

* **Full Stack Developer – Aesthetic Center – 2024 - Remote - Argentina**
* Developed the largest and most complex website I have created so far.
* Deployed the information into multiple subsections to go deeper into each service area.
* Designed all images and mockups.
* I assisted with copyright & content.
* Experience with responsive web design from desktops and laptops to mobile platforms.
* I Implemented dynamic functionalities with boostrap, Swiper Js and CSS3.

*TECH: Swiper.JS, UI/UX animations, HTML5, CCS3, Javascript, Bootstrap and Visual Studio Code*

* **Frontend Developer - Craft Brewery - 2023 - Remote – Argentina**
* Single page website making the experience more continuous and fluid for the user.
* Clean and comprehensible information contributes to an intuitive user journey.
* Plus, scrolling is an easy and natural movement for touch screen mobile devices.
* This design is great for responsive website.
* I assisted with copyright & content.
* Develop the complete concept and aesthetic that was carried over to the merchandising products.

*TECH: MySQL, Javascript, CSS3, HTML5, Bootstrap, Node.JS, Express.JS, GitHub*

* **Marketing and Communication – Obraplus S.A. - 05/2019 – 10/2021 - 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
* I led and implemented the restyling of company's brands: Obraplus, Tinacos, Aquatank, H2o, Septitank.
* Reduced fixed merchandising costs by engaging new national suppliers
* Increased advertising efficiency both online and offline.
* **Online Marketing Manager - Harriague + Asociados - 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.