

Kitchener, Ontario N2H 2Y5

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Patricio Duran

Full Stack Web Developer with a strong foundation in digital marketing, e-commerce, and project management. Experienced in building responsive, high-performance websites using React, Next.js, HTML, CSS, and JavaScript. Skilled in CMS platforms like WordPress and Shopify, with a strong understanding of e-commerce workflows and conversion optimization. Proven track record in leading marketing campaigns across Google Ads, Meta Ads, and email marketing—driving measurable business growth. As a Project Manager, adept at coordinating cross-functional teams, managing timelines, and aligning technical implementation with business objectives. Passionate about combining technical development with strategic thinking to create seamless and impactful digital experiences.

Summary

- **Digital Marketing:** Expertise in creating and executing marketing campaigns using **Google Ads**, all **Meta platforms (Facebook, Instagram, etc.)**, and **TikTok Ads** to drive customer acquisition and global brand awareness.
- **Tech Skills:** Skilled in full stack web development using **React**, **Next.js**, **HTML5**, **CSS3**, and **JavaScript**, building responsive, high-performance interfaces. Experienced in backend development with **C# / ASP.NET**, **Python (Django, Flask)**, **Node.js / Express**, and **Go**, applying RESTful architecture and scalable design patterns. Proficient in working with both relational and NoSQL databases, including **SQL Server**, **MySQL**, and **MongoDB**. Knowledgeable in DevOps practices and cloud services, with hands-on experience in **Docker**, **Kubernetes**, **Microsoft Azure** (AZ-900, AZ-204, AZ-400 certified) and **AWS**. Familiar with modern development workflows using **Git**, **GitHub**, and **Bitbucket**. Strong understanding of e-commerce systems and CMS platforms like **Shopify** and **WordPress**, integrating seamlessly with tools such as **Google Ads**, **Meta Ads**, **email automation**, and **tracking pixels**. Additionally, skilled in **Figma**, **Power BI**, and the Adobe Creative Suite for UI design, analytics, and data-driven decisions.
- **Sales & Market Expansion:** Proven track record in driving sales and expanding market presence across various regions through tailored digital strategies and targeted campaigns.
- **Data Analytics:** Proficient in **Google Analytics** and **Meta Analytics** for tracking marketing performance and generating actionable insights to drive better results. Additionally, I have extensive knowledge of **Power BI** for in-depth analysis, performance monitoring, and creating detailed reports to optimize strategies and decision-making processes.
- **AI & Prompt Engineering:** Completed courses in Prompt Engineering, with hands-on experience using ChatGPT, MidJourney, and Notion to enhance marketing strategies and content creation.
- **Design & Editing Tools:** Advanced skills in **Photoshop**, **Illustrator**, **Premiere**, and **Figma** for creating engaging visuals, video content, and user-centric designs.
- **Leadership & Team Management:** Strong leadership skills, managing cross-functional teams to ensure the successful execution of multi-channel marketing campaigns.

Soft Skills

- **Creative Thinking:** Ability to develop innovative marketing strategies and solutions that resonate with target audiences.
- **Communication:** Strong interpersonal and communication skills, effectively conveying ideas to stakeholders and team members.
- **Problem-Solving:** Adept at identifying and addressing challenges in marketing campaigns, ensuring continuous improvement and optimization.
- **Collaboration:** Skilled at working with cross-functional teams, ensuring alignment between marketing, design, and development teams.
- **Leadership:** Experienced in leading and motivating teams, fostering a collaborative environment to achieve common goals.
- **Attention to Detail:** Meticulous in campaign execution and content creation, ensuring brand consistency and quality across all platforms.

Professional Experience

- **Project Manager / Web Developer** - AC95 | Jul 2023 - Present | Kitchener, ON
- **Web Developer** - RockSolar | May 2023 - Jul 2023 | Kitchener, ON
- **Project Manager LATAM** - Axiom Machinery | 2022 - 2023 | Cambridge, ON
- **CEO & Co-Founder** - Cubie | 2012 - 2022 | Mexico City, MX
- **CEO & Co-Founder** - Distribuidora Médica | 2009 - 2022 | Mexico City, MX

Education and Certifications

- Software Engineer | Canadian Business College, Canada
- Golang | ComIT, Canada
- Fullstack Development | University of Helsinki
- Google Project Management: Professional Certificate | Google Mexico City
- Bachelor's Degree in Accounting and Finance | UVM | Mexico City
- Bachelor's Degree in Business Administration | UVM | Mexico City
- Microsoft Certified: AZ-900, AZ-204, AZ-400 and AI-900
- AWS DevOps (in progress)
- ScrumMaster Certified (CSM)
- Google Analytics
- Google Ads
- Facebook & Instagram Ads
- Sprint for Business
- UX/UI Design
- Adobe CC

Volunteer Experience

- Teaching Assistant: Python Web Development - ComIT | Canada
- Lead Instructor: ASP.NET - ComIT | Canada

Languages

- Spanish: Native
- English: Advanced proficiency (spoken and written)