

Santiago Zeledón Marín

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I am a Software Engineer with recent experience in projects like ticket booking systems, back-office management, and restaurant platforms. In these projects, I've worked with frontend technologies like ReactJS with TypeScript and PHP for backend development. I also have knowledge of Node.js, databases, and project management, allowing me to contribute to the development and maintenance of efficient solutions.

WORK EXPERIENCE

STAYGOLD Software Costa Rica

Full Stack Developer

La Unión, Cartago, Costa Rica

October 2023 - Current

- Created custom back-office systems using React, TypeScript, Material UI, jQuery, PHP, and MySQL, including features like user management, reporting, product creation, email automation, and QR code generation.
- Developed and maintained professional websites using WordPress, implementing features such as multilingual support, payment gateway integration, and custom functionalities.
- Built web applications for specific industries, such as a restaurant management system, handling table management, product inventory, orders, and sales.
- Led SEO configuration and analysis for client websites, providing detailed reports and configuring Google measurement tools.
- Conducted client meetings for requirement gathering and project updates, ensuring that deliverables meet client expectations.
- Estimated project timelines and ensured timely delivery through effective planning and resource allocation.
- Provided technical support and training to clients, ensuring they could effectively use the tools developed.
- Utilized tools such as Jira, BitBucket, Git, and WordPress for project management and version control.

RevMasters

SEO Product Manager

San José, San José, Costa Rica

June 2022 - July 2023

- Led interdisciplinary teams, coordinating design and development efforts for website projects.
- Implemented back-office web solutions to streamline daily tasks and operations.
- Successfully integrated AI technology for content creation, copywriting, and editing.
- Developed and executed on-page SEO strategies, ensuring alignment with SEO best practices.
- Managed a team of five, overseeing SEO initiatives for an Online Gaming Magazine site.
- Employed tools like WordPress, GA4, SEMRush, GSC, Elementor, and Jira to enhance site performance.

Junior SEO

September 2021 - June 2022

- Increased organic traffic through targeted SEO strategies and effective team management.
- Automated tasks using Python scripts, optimizing team workflows.
- Created and implemented topic pages and on-site SEO strategies using Elementor.
- Conducted keyword research and optimized site content with HTML and CSS improvements.
- Managed content scheduling and developed SEO-compliant content templates.
- Utilized schema markups and analyzed site performance data using GA, SEMRush, and GSC.

Content Uploader

March 2021 - September 2021

- Managed content uploads and optimized SEO articles on WordPress.

- Conducted keyword research to improve article rankings.
- Utilized WordPress, SEMRush, Google Docs, and Monday.com for content management.

ECUOVE

Webmaster

La Unión, Cartago, Costa Rica

September 2020 - March 2021

- Collaborated in the development and management of an e-commerce platform using WordPress CMS, working on features like product catalog, categories, and showcases.
- Coordinated the upload and organization of over 500 products, ensuring proper categorization and visual presentation.
- Assisted in quality assurance (Q/A) processes to ensure product listings were accurate and functional.
- Supported ongoing content management and updates for product pages, working with a team to enhance user experience.

EDUCATION

Universidad Cenfotec

Bachelor's Degree in Software Engineering

San Pedro, San José, Costa Rica

May 2022 - 2026

SKILLS

- **Languages/Technologies:** HTML, CSS, JavaScript, Python, React, TypeScript, Node.js, Java, SQL, PHP, .NET Core, React Native, AWS Lambda, DynamoDB
- **Tools:** WordPress, Elementor, Jira, BitBucket, Git, GA4, SEMRush, GSC
- **Other:** C1 English Proficiency, SEO, Project Management
- **Soft Skills:** Teamwork, Attentive to Detail, Critical thinking, Interpersonal skills, Problem Solving, Time Management