

SOFÍA CAROLINA ROJAS FLORES

Mexico City 01580, Mexico

Phone: 55.2972.6050 | Email: sofiacarf@gmail.com

LinkedIn: [Sofiacarf](#) | GitHub: [Sofiacrf](#) | Portfolio: [my-portfolio](#)

SUMMARY

Recently graduated from Tecnológico de Monterrey Web Development Bootcamp. I am a Full Stack Web Developer leveraging communications background to develop complex applications by being an achiever. Known as a problem solver passionate about developing apps, with a focus on making the backend come to life visually and connecting it with the frontend. With each project, my aim is to develop what the client needs and excel their expectations. I'm excited to leverage my skills as part of a fast-paced, quality-driven team to develop full stack applications.

TECHNICAL SKILLS

Languages: JavaScript ES6+, CSS3, HTML5, SQL

Applications: GitHub, MongoDB, MySQL

Tools: Express, React, Node, Handlebars, jQuery, Bootstrap

PROJECTS

Stock Market | [Link to GitHub](#) | <https://calm-wildwood-09174.herokuapp.com/>

- Summary: MERN application that allows the user to buy and sell different stocks such as Amazon, Apple, Facebook, among others
- Role: Back end developer (Models, Schemas, Seeders)
- Tools: Mongoose, Express, React, Node

Sports Almanac | [Link to GitHub](#) | <https://adina-hc.github.io/sports-almanac/>

- Summary: Application where users can find a list of soccer matches, dates and statics. It has an option to view highlights of match results or scores in videos directly from the official team sites
- Role: Front end developer (Local Storage & API's)
- Tools: APIs, MaterializeCSS, jQuery, HTML, Javascript, GitHub

Ecommerce Backend | [Link to GitHub](#) | [Link to demo](#)

- Summary: The following project allows a manager at an internet company to use the latest technologies in the back end of its application so it can compete with other companies
- Role: Back end developer (Database, Models, API routes)
- Tools: MySQL, Sequelize, Express

ADDITIONAL EXPERIENCE

Account Executive
Jeffrey Group
City

Current
M e x i c o

Development and implementation of Telefonica's external and internal communications strategy.

Key Accomplishments:

- Achieved the proposed kpi's by coordinating the biggest client of the company with two people team

- Fast-paced learning of the company and the industry that led to a 30% increase in brand positioning in less than a month
- Developed the design of communications materials for governmental events by introducing them to new proposals

Jr Account Executive
September 2021
Burson Cohn & Wolfe
Mexico City

February 2020 -

Coordination of the corporate social responsibility actions.
 Participation in new business proposals.
 Collaboration with the external communications area.

Key Accomplishments:

- Drive the actions of Ford Motor Company's social responsibility area internally and externally
 - Boosted the reputation of the corporate social responsibility area through an increased exposure by creating area metrics that were not being accounted
 - Contributed to the company image through the involvement of executives in social responsibility actions that became part of the organizational culture and descended in all levels of the organization

Account Executive
2021
Alterpraxis
City

March 2019 - February

Mexico

Design and implementation of internal communication strategy.
 Content manager and design supervisor.
 Event and interview management.
 Strategic relations with stakeholders.

Key Accomplishments:

- Impacted four Latin American countries by developing the implementation of the communication strategy with regional scope
- Increased media exposure by 20% of Cargill's CEO announcement of a social investment plan in the south region of Mexico by developing the communication strategy and government relations plan

EDUCATION

Full Stack Web Development Program Certificate: Tecnologico de Monterrey, Mexico City

A 24-week intensive program focused on gaining technical programming skills in HTML5, CSS3, Javascript, jQuery, Bootstrap, Node.js, MySQL, MongoDB, Express, Handlebars.js & ReactJS

Social Media and Digital Environments Diploma Course: Universidad Nacional Autonoma de Mexico, Mexico City

Communication Studies Degree: Universidad Nacional Autonoma de Mexico, Mexico City