VANESSA ZITTLE

Creative Technologist | Front-End & Digital Advertising

📞 +52 999 605 4038   ✉ vanzittle@gmail.com   🌐 www.linkedin.com/in/vanessazittle   💼 vanzittle.github.io/VZ-Portfolio

SUMMARY

Versatile professional with a strong foundation in digital advertising, technical customer support, and front-end development. Over 7 years of experience solving complex client issues and optimizing digital strategies, combined with recent hands-on training in HTML, CSS, responsive design, and UX/UI principles. Tech-savvy, adaptable, and passionate about delivering user-focused solutions—whether through code, communication, or creative strategy. Known for quickly learning new tools, collaborating across teams, and bringing a user-centered mindset to every project.

PROFESSIONAL EXPERIENCE

Amazon | Technical Account Manager (MX/CA)   2019- 2024

- Provided strategic support for Amazon Advertising campaigns, ensuring seamless execution within Amazon Ad Server and Amazon DSP.
- Led client onboarding and training sessions, guiding brands and creative teams on best practices for Amazon's advertising ecosystem.
- Developed and refined campaign workflows, reducing SLA breaches by 35% and improving overall efficiency.
- Acted as a trusted advisor to clients, leveraging data-driven insights to enhance campaign performance and solve technical challenges.
- Partnered with internal sales and product teams to introduce additional advertising solutions, resulting in a 20% increase in revenue from existing accounts.

Sizmek | Creative Solutions Specialist   2016- 2019

- Managed Amazon advertising campaigns across LatAm, ensuring smooth execution and alignment with strategies.
- Led technical support and troubleshooting for creative and operations teams, reducing client issues by 25%.
- Developed and conducted training sessions, improving customer adoption of ad tech tools and boosting campaign effectiveness.
- Assisted in debugging and testing ad creatives across multiple platforms to ensure compliance with Amazon's advertising standards.

MullenLowe Group | Web Designer   2013- 2016

- Designed and developed digital campaign assets for advertising, ensuring alignment with brand guidelines.
- Led front-end development and UX management for digital projects, optimizing user engagement.
- Analyzed campaign performance through data-driven insights, collaborating with teams to refine strategies.

TECHNICAL SKILLS

Advertising: Amazon Ad Server, Amazon DSP
Web Tech: CSS3, HTML5, GitHub, React, Node, jQuery, Bootstrap.

Creative & UX Tools: Photoshop, Illustrator, GWD, Animate, Encoder, XD, Figma
PM & SaaS: Zendesk, Asana, Airtable, Salesforce, ClickUp

EDUCATION & CERTIFICATIONS

Bachelor's Degree in Graphic Design
Universidad Tecnológica de México

Full Stack Web Development Certificate
Tecnologico de Monterrey, MX

Certificate in Web Design
EduMac, MX

Amazon Ad Server Certification

Amazon Advertising Foundations Certification

LANGUAGES

English (C1)

Spanish (Native)

FRONT-END PROJECTS

HaikuHub
github repository | deployed app

- Summary: Web application that enables users to compose, share, and explore haiku poetry. Utilized HTML, CSS, and JavaScript to create an interactive and user-friendly interface. Integrated a backend service to manage user submissions and interactions. Hosted on Render for scalability and continuous deployment.
- Role: Frontend Development and UI/UX Design
- Tools: CSS - Tailwind, JS, React, Node, Express, Mongo, GraphQL

Weather App
github repository | deployed app

- Summary: Web application that provides real-time weather information based on user-inputted city names. Utilized HTML, CSS, and JavaScript to create an interactive user interface. Integrated a weather API to fetch and display current weather conditions, including temperature, humidity, and wind speed. Hosted the application on GitHub Pages for easy accessibility.
- Role: Sole author
- Tools: HTML, CSS, JavaScript, Bootstrap, Photoshop, Weather API, Font Awesome

Concert Matchup
github repository | deployed app (credentials: vane@gmail.com/12345678)

- Summary: The primary goal of this application is to enable event organizers to gauge public interest in various artists through polls. Utilized Node.js, React, and a RESTful architecture, with PostgreSQL for data management. Hosted on Render for scalability and continuous deployment.
- Role: Frontend Development and UI/UX Design
- Tools: HTML, CSS, JavaScript, jQuery, Bootstrap, Photoshop

You can also take a look at my online portfolio here.