

ANA LUZ MARTINEZ ALMADA

Full Stack Web Developer

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SUMMARY

A Digital marketer with 3 years of managing her digital freelance venture offering web design solutions has found a passion programming and is looking to transfer her skills doing a career change into web development

EDUCATION

IRONHACK WEB DEVELOPMENT BOOTCAMP

Full Stack Web Development Bootcamp (MERN Stack)

Mexico City, Mexico

Apr - Sept 2022

TECNOLOGICO DE MONTERREY (Querétaro, Mexico)

Bachelor of Arts

Major in Marketing and Communications

Querétaro, Mexico

Aug 2014 - May 2019

FONTYS UNIVERSITY OF APPLIED SCIENCES

Minors in Customized Marketing

Study Abroad Program in International Marketing for Marketers

Venlo, Netherlands

Feb - Jul 2017

WORK EXPERIENCE

ANA LUZ MARTINEZ - WORDPRESS FREELANCER

Remote work

Remote

Jul 2019 – Present

- Designed and implemented full digital marketing solutions leaning toward web design using Figma and WordPress web development for businesses in Mexico and Spain.

WALT DISNEY WORLD

International College Program

Orlando, FL, US

May – Aug 2018

- Merchandise support in hotels and parks at Magic Kingdom at Disneyworld, as part of an annual program in which students from all over the world are selected.

UNIVERSITY PROJECTS

ADWEB SOLUTIONS

College Internship

Querétaro, Mexico

Jan – May 2019

- Led web design solutions for different small Mexican businesses. Copywriting for blogs and social media.

PPG LATINO AMERICA - Business Intelligence / Data Analysis

- Coordinated a group of 8 student analysts to design a project architecture in Tableau and PowerBI for monitoring Industry KPIs to spot growth opportunities in Central and South America.

MI ENVIO MX - Ethical best practices advocate

- Designed and planned a strategy to align Mi Envio MX to “Corporate Social Responsibility for a more humane Querétaro” to become a company with social responsibility status.

INTERNATIONAL EXPERIENCE

ROTARY YOUTH EXCHANGE

Peace Ambassador

Herford, Germany

July 2012 – May 2013

- Long-term cultural exchange, adapting to a new culture, living with more than one family in the assigned host country, and attending school there to develop as a leader who promotes peace and justice around the world.

ADDITIONAL

Technical Skills: Advanced in Microsoft Office, Adobe Indesign Tools, WordPress, HTML5 and CSS3; Proficient in JavaScript (ES6), ReactJS, NodeJS, Express, MongoDB, Axios, Insomnia, Figma, Git, and GitHub.

Soft Skills: Team-play, good communication, curiosity, able to adapt, and growth mindset.

Languages: Fluent in English (630 TOEFL IBT) and Spanish; Conversational Proficiency in German.