

Tel +34655992776 | [armasoriana98@gmail.com](mailto:armasoriana98@gmail.com) | [www.linkedin.com/in/oriana-armas-14479a289](https://www.linkedin.com/in/oriana-armas-14479a289)  
| Venezuela, Barquisimeto / Spain, Madrid

**Universidad Politécnica Territorial Andrés Eloy Blanco, Venezuela**  
Engineer in Computer Science    Senior Technician in Computer

<https://drive.google.com/drive/folders/1B4eegbNTC5FsNo1qRGO3vFjeCkI57Bg?usp=sharing>  
Portfolio  
<https://drive.google.com/drive/folders/1Bjtxv0TPmMYeQLJhDavozU3Vc1I9i7Ey>  
[https://drive.google.com/file/d/1\\_tcRbo\\_Fv1XwbRHHViraH15579pu8D3y/view](https://drive.google.com/file/d/1_tcRbo_Fv1XwbRHHViraH15579pu8D3y/view)  
<https://github.com/armasperezoriana>

- Email Marketing - Development, implementation and coordination of email marketing campaigns to increase brand awareness and attract leads. Through segmentation and personalization, I was able to increase the conversion rate by 30% .
- Extensive experience in mass email dispatches on platforms such as Mailjet, Sendgrid, Mailchimp, Microsoft Dynamics, and Salesforce, Azure DevOps, Jira. These campaigns resulted in an 18% increase in web traffic and a 20% increase in sales within the first six months. in web traffic and a 20% increase in sales within the first six months. Assist with regression testing, pruebas unitarias, pruebas de integracion, etc
- Through detailed testing, I suggested key improvements to the design and functionality of the websites, resulting in an 18% increase in loading speed and an improved experience. resulting in an 18% increase in loading speed and an improvement in user experience, reflected in a 25% increase in user retention.

- Create, implement, and carry out detailed test plans and cases to maintain the highest standards of product quality. Game testing. Experience with game engines. Execute test Jira and test retail, and experience Cypress, selenium, Cucumber, Postman, and test automation.
- Perform manual testing and, where possible, automate testing processes using appropriate tools and frameworks. Knowledge of AI tool. Experience reading and interpreting debug logs.
- Establish a framework for regression testing, manage daily test suites, and perform testing for release builds. Contribute to documentation efforts by updating test cases and providing feedback to improve test coverage. Test mobile games, focusing in functionality, design and user experience
- Record test results, monitor defect resolution, and ensure issues are addressed promptly. Provide information and feedback aimed at improving product quality and optimizing user experience

Design, create, update, review, examine, maintain, and execute well-structured test cases and suites for various applications and APIs, as well as document and track any production errors or issues.

- In this job, I was responsible for extensive manual testing of design and functionality, as well as programming and improving its performance.
- Platforms and tools used Wordpress, WIX, Shopify and klaviyo. Responsible for executing daily tests and reviews to ensure the quality of the websites. Basic SQL, T-SQL programming experience

- Improve test plans and test cases. Design and implementation of new functionalities that improve the user experience. Debugging the DBs, improving the SEO.

**Digital Marketing and SEO/SEM Specialist**  
**Colon, Panama**

**January 2020 - March 2021**

- Advanced SEO positioning: Development and implementation of SEO strategies, including technical and content audits. Generation of recommendations to improve search engine visibility and site performance.
- Advanced SEM campaigns: Creation, management and optimization of PPC campaigns on Google Ads and other platforms.

**Technical Support Specialist**  
**Barquisimeto, Venezuela**

**January 2019 – April 2019**

- Provide technical support to users through multiple channels, including phone, email and chat.
  - Diagnose and troubleshoot hardware, software and network problems, both remotely and on-site. Install, configure and maintain computer systems and networks as required by the customer.
  - Document and log all incidents and solutions provided to maintain an accurate record of problems and their resolution.
  - Collaborate closely with other technical teams and departments to effectively resolve complex problems.
  - Collaborate with the development team to report and resolve recurring issues.
- Provide performance reporting and technical support metrics to evaluate the effectiveness of operations and propose improvements.

**TECHNICAL SKILLS**

Knowledge of platforms such as Mailchip, Salesforce, digital email marketing, design, certifications Salesforce, structure and creation of code for emails. Cypress, Selenium, Test regression, test unit, postman, selenium, Automated testing. Version control system Github. Debug logs. Experience User.

Email marketing, Wix, Wordpress, chatbox, MySQL JavaScript jQuery, PHP, C++, AJAX, react native, Next.js C, REACT native, Bootstrap, Management of DB managers, GitHub, Hosting, Postgres Microsoft Office file management Knowledge of HTML and CS, Bootstrap Framework, Knowledge of Web Design Microsoft Office Database Programming Software Engineering Design, Consumption of PDO POO APIs, MVC, Infrastructure, UML Design, Notions of Windows Forms and .Net, C#. Knowledge of agile software development methodologies. Implementation of data security in applications. RUP and agile experience and methodology. Bug reporting in JIRA, Azure DevOps, slack, discord, manual testing, Smoke test, exploratory testing, Test cases, Data generation for testing, performance testing, white box, black box, unit testing, Software life cycle, bug reports. Salesforce Service Cloud, SFMC, Project Agile.

**SOFT SKILLS**

Adaptability, Time Management, Productivity and Organization, Teamwork, Emotional Intelligence, Leadership, Problem Solving, Communication, Critical Thinking.

**LANGUAGES • Spanish (Native) • English (Intermediate B2)**