

CONSTANZA RAMOS GAMBOA

SOFTWARE DEVELOPER | DIGITAL MARKETING SPECIALIST

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PROFILE

Professional with experience in technology and digital marketing, specializing in frontend development, advertising, and project management. Skilled in creating and optimizing digital advertising platforms, enhancing user experience, and driving business growth. Holds a Master's in Digital Marketing and certifications in agile project management, blending strategy and innovation to deliver impactful digital experiences.

WORK EXPERIENCE

IT Analyst, Mercado Libre July 2022 - January 2025

- Development and maintenance of new features in the Display Self-Service platform within Mercado Ads, enhancing advertisers' experience in campaign creation.
- Implementation of scalable and reusable components, improving code efficiency in an agile environment.
- Collaboration with UX, backend, and machine learning teams to create effective solutions aligned with business goals.

SEO Content Writer, Meraki Granel March 2021 - February 2022

- SEO-optimized copywriting for the company's blog.
- Content planning and digital marketing strategy development.
- Social media management to enhance brand presence.

Freelance Dietitian, Private practise December 2019 - October 2021

- Website development and maintenance, integrating an online booking system for virtual consultations.
- Nutrition counseling and telemedicine services for adolescents and adults.

CERTIFICATIONS

- Master's in Digital Marketing and Web Analytics – Neetwork Business School, 2021
- Diploma in Project Design and Management – Universidad de Playa Ancha, 2024
- Frontend Development Bootcamp – Laboratoria, 2022
- Advanced UX Writing – Platzi, 2022
- SCRUM Fundamentals Certified – SCRUMstudy, 2022

TECHNICAL SKILLS

Javascript	HTML5	Git	Wordpress	SEO	Google Analytics
React	CSS	Github	Figma	SEM	UX writing
Typescript	Sass	Node js	Accesibility	Digital Marketing	Agile Project management

EDUCATION

Registered Dietitian March 2015 - December 2019
Universidad Tecnológica de Chile
Bachelor's Degree in Nutrition and Dietetics

ADDITIONAL INFORMATION

- Languages:** Spanish native, English C2, Portuguese B2.
- Awards:** 2nd Place – ACHS Hackathon 2021 .Challenge: Improving mental health treatment continuity and effectiveness.
2nd Place – Talent Fest (Laboratoria Bootcamp 2022).Challenge: AMP website for Banco Itaú.