



# Giles Sandoval

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## SUMMARY

I bring a unique combination of coding and communications skills that I harness to create intuitive user experiences. I excel working with both programmers and non-technical audiences, with demonstrated project management and leadership skills. I am passionate about working with a talented & diverse group of individuals. I also enjoy learning about automation, Artificial Intelligence (AI), and the future of the tech industry.

## SKILLS

### Programming Languages & Frameworks:

- Frontend: JavaScript, React, HTML, CSS, Bootstrap
- Backend: PHP, MySQL, C#/.NET, C++, Command Line/Unix, Git
- Visualization/Animation/Design: Adobe XD, InDesign, Photoshop, Balsamiq, Miro, Vyond

### Project Management Tools:

- Asana, ClickUp, GitHub, Slack, Discord, Google Suite, Microsoft Office, Notion, Zapier, AgencyAnalytics
- Agile/Scrum Methodologies



### Other Skills:

- Leadership, Management, Communication, Problem-solving, Customer Service, Interpersonal, Computer
- Coaching, Attention-to-detail, Marketing, SEO, SEM, Sales, Analytical, Professionalism, Documentation
- Social Media, Email Marketing, MailChimp, SharpSpring

## EXPERIENCE

2023 - Present	<b>Certified Personal Trainer, Sports &amp; Wellness</b> <ul style="list-style-type: none"><li>• Program customized workouts based on client's needs and coach clients through exercises</li><li>• Encourage, motivate, and follow up with client goals and ensure progress is being made</li><li>• Implement my organizational and communication skills to drive successful results</li></ul>
2023 - Present	<b>Website Project Manager, Esparza</b> <ul style="list-style-type: none"><li>• Project-managed websites, landing pages, and internal pages from concept to completion.</li><li>• QA government websites for content</li><li>• Provided website maintenance on multiple websites we hosted and ran security scans and updated plugins</li><li>• WordPress and Drupal websites experience using Flywheel &amp; basic Acquia hosting</li><li>• Worked with graphic designers &amp; third party vendors to produce effective marketing messages</li></ul>
2020 - 2023	<b>Senior Strategist/Senior Specialist, Boomtime</b> <ul style="list-style-type: none"><li>• Responsible for maintaining websites, optimizing web pages, and performing advanced analytics</li><li>• Created content outlines/briefs for B2B articles to create content for online articles and repurpose them for social media campaigns. Implemented an SEO keyword research strategy and saw a 50%+ increase in impressions/reach</li><li>• Trained, managed, and worked well in a team environment, developing good interpersonal, written, and verbal communication skills</li><li>• Prepared analytic reports and presented strategy recommendations to stakeholders &amp; clients</li><li>• Helped build WordPress templates using custom HTML, CSS, and JavaScript</li><li>• Spearheaded local SEO projects and increased lead generation by 33%</li><li>• Became a reliable resource for SEO &amp; SEMRush and saved the content team 1 - 4.5 hours per article helping with writing content briefs and performing keyword research</li><li>• Innovated and created onboarding training (videos &amp; documentation) for new hires</li><li>• Learned advanced email marketing best practices, automation, and improved CTR and open rates</li></ul>
2016 - 2018	<b>Web Developer/Freelance, Flek Development, LLC</b> <ul style="list-style-type: none"><li>• Responsible for the design and development of websites in WordPress &amp; project managed websites from concept to completion</li><li>• Used PHP, HTML, CSS, and JavaScript to build custom, mobile-friendly websites</li></ul>
2016	<b>Fullstack Developer Internship, Deep Dive Coding</b> <ul style="list-style-type: none"><li>• Wrote code daily as part of 400 hours, mobile-first bootcamp focused on LAMP stack</li><li>• Learned backend data design with MySQL architecture and object-oriented PHP</li><li>• Built portfolio website and interactive public art web app from scratch</li></ul>
2016	<b>Rural Sourcing Inc. Hack-a-thon</b> <ul style="list-style-type: none"><li>• Developed a custom web application, collaborating with a team in a high-stress, competitive environment</li><li>• Placed 2nd in the contest for presentation and creativity</li></ul>

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- 2013 - 2020      **Corporate Wellness Director/Social Media Admin, Sports & Wellness**
- Responsible for selling corporate wellness packages, family memberships, personal training packages and providing consultation/assessments
  - Promoted events within the club and on social media
  - Trained a team of sales consultants & personal trainers in their marketing efforts
- 2012 - 2013      **Chef, Flying Star**
- Provided friendly service and quality food to our customers
  - Prepare and inspect quality ingredients for food preparation
  - Adhere to safe food and sanitation practices
- 2005 - 2011      **Store Manager/Co-Manager/Sales Lead/Sales Associate, Express**
- Led and trained 400+ associates and 20+ managers at multiple locations, of which several obtained assistant or store manager positions within or outside the company
  - Achieved or surpassed quarterly store goals during employment
  - Obtained strong interpersonal and communication skills to develop a diverse team and serve our customers
  - Helped with onboarding new employees, training, coaching, business administration, and inventory replenishment
  - Helped execute marketing strategies, visual merchandising, and floor-sets

## COMMUNITY INVOLVEMENT

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### **ABQ Web Geeks**

- Attend weekly meetings to design, implement, and discuss new software solutions for various projects

### **Volunteer Firefighter**

- Provided excellent patient care and communicated well with my team
- Supported teammates during emergency situations & coping with stresses in a healthy and meaningful way

## EDUCATION

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(In progress) **Certificate** - JavaScript and React Intermediate - *Frontend Masters*

**Associate** of Applied Science Degree - School of Business & IT - *Central New Mexico*

**Certificate** - Full Stack Web Development PHP, *CNM Ingenuity - Deep Dive Coding Bootcamps*

**Certificate** - Microsoft C#/.NET Web Development, *CNM Ingenuity - Deep Dive Coding Bootcamps*

**Certificate** - Google Analytics Certification - *Google Analytics Academy*

**Certificate** - LinkedIn Marketing - *LinkedIn Learning*

**Certificate** - Emergency Medical Services - EMT-B - *Central New Mexico*

**Certificate** - CPT: Certified Personal Trainer - *American Council of Exercise (ACE)*

**Certificate** - CPR & AED Certification - *American Heart Association (AHA)*

Studied: Front End Web Development Track - *Team Treehouse*

Major: Business - Entrepreneurial Studies | Minor: Music - *University of New Mexico (UNM)*