



Giles Sandoval

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SUMMARY

I bring a distinctive blend of technical and communications skills, helping orchestrate seamless multimedia experiences. Proficient in collaborating with technical & non-technical stakeholders, I've showcased effective project management and leadership. I've contributed to award-winning teams, delivering outstanding products and services. My interests include automation, AI, and the future of tech. With a positive attitude, fast learning, and adept skill development, I'm poised to excel and contribute effectively to any organization.

SKILLS

Programming Languages & Frameworks:

- Development: WordPress (WP), JavaScript, HTML, CSS, Bootstrap, PHP, MySQL, Command Line, Git
- Visualization/Animation/Design: Adobe, Figma, Balsamiq, Miro, Vyond, Affinity

Project Management Tools:

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



Other Skills:

- Leadership, Management, Communication, Problem-solving, Customer Service, Interpersonal, Coaching
- Attention-to-detail, Creativity, SEO, SEM, Sales, Data Analytics, Professionalism, Documentation
- Social Media, Email Marketing, Accessibility, Project Management, Persona Development, Graphic Design
- Strong Collaboration Ability, Digital Marketing, Content Writing, Content Strategy, Keyword Research, UI/UX

EXPERIENCE *(Relevant Professional History)*

2023 - Present	WordPress Developer, ECS Federal, LLC <ul style="list-style-type: none">• Helped with the migration of internal and external sites and pages to a modern template within WordPress using the Gutenberg editor• Create pages using a custom template and custom Gutenberg blocks• Communicate with internal teams and external POCs to ensure content and new web pages were optimized and accurate• Implement Accessibility best practices on the creation of new pages• Use of Azure DevOps, Teams, Microsoft 365, and GitLab was used in completing tasks for multiple projects in a remote environment• Participated in code review meetings to collaborate with backend developers, give feedback on custom blocks created, help identify bugs, and recommend possible solutions• Participated in web design reviews with designers to ensure brand guidelines, accessibility, responsive design principles, and UI/UX standards were met
2023	Certified Personal Trainer, Sports & Wellness (Part-time) <ul style="list-style-type: none">• Helped clients succeed in their personal health goals using tailored programs, providing resources for success, and coached behavioral change to help clients choose successful mini-habits• Program customized workouts, coached clients through exercises, and ensured progress was met
2023	Website Project Manager, Esparza <ul style="list-style-type: none">• Project-managed websites, landing pages, and internal pages from concept to completion• Helped QA government websites for content• Provided website maintenance on websites we hosted, ran security scans, and updated plugins• WP and Drupal websites experience using Flywheel & basic Acquia hosting• Worked with designers & third-party vendors to transform graphic designs into functional websites
2020 - 2022	Senior Strategist/Senior Specialist/Web Dev, Boomtime <ul style="list-style-type: none">• Responsible for maintaining websites, optimizing pages, and performing advanced analytics• Created & optimized content outlines/briefs/articles for B2B online visibility; Repurposed them for other marketing campaigns. Implemented an SEO keyword research & SEO strategy and saw a 50%+ increase in impressions/reach• Developed good interpersonal, written, & verbal communication skills, and helped w/ technical assistance• Prepared analytic reports, presented strategy recommendations to stakeholders, translated complex concepts into easy-to-understand terms, and suggested actionable insights• Helped build WP templates using custom HTML, CSS & JavaScript, and helped with website admin• Spearheaded local SEO projects, helped increase conversion, and increased lead generation by 33%+• Became a reliable resource for SEO & SEMrush and saved the content team 2 - 4.5 hours per article helping with writing content briefs, performing keyword research, and content editing• Learned advanced email marketing best practices, automation, and improved CTR and open rates

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- 2016-2018 **Web Developer/Freelance, Flek Development, LLC**
- Responsible for the design and development of websites in WordPress & project managed websites from concept to completion
 - Used PHP, HTML, CSS, and JavaScript to build custom, mobile-friendly websites
 - Led a small team on executing websites and ensuring quality finished products
 - Initiated best marketing practices, executed sales strategies, and ran operations for the business
- 2016 **Full-stack Developer Internship, Deep Dive Coding**
- Wrote code daily as part of 400+ hours, mobile-first bootcamp focused on LAMP stack
 - Learned backend data design with MySQL architecture and object-oriented PHP
 - Built portfolio website and interactive public art web application from scratch using custom code (PHP, HTML, CSS, JavaScript)
- 2016 **Rural Sourcing Inc. Hack-a-thon**
- Developed a custom web application, collaborating with a team in a high-stress, competitive environment
 - Awarded a team prize & placed in the contest for presentation and creativity
- 2013 - 2016
2017 - 2020 **Corporate Wellness Specialist/Sr. Consultant/Social Media Admin, Sports & Wellness**
- Created landing pages and submission forms for registering for club events or contests
 - Developed a C++ program to create monthly goals & commission goals for the month
 - Responsible for marketing/selling corporate wellness packages, family memberships, personal training packages and providing consultation/assessments
 - Promoted events within the club and on social media that brought in referral traffic
 - Trained a team of sales consultants & personal trainers helping them achieve their monthly goals
- 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 well
 - Helped with onboarding, training, coaching, business administration, & inventory replenishment
 - Helped execute marketing strategies, visual merchandising, and product arrangement that attracted recurring and new shoppers consistently

COMMUNITY INVOLVEMENT

WordPress Workshops & JavaScript Community

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

Volunteer Firefighter

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

EDUCATION

(In progress) **Courses** - 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)*