



Giles Sandoval

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SUMMARY

I bring a unique blend of coding and communication skills, which I harness to create intuitive user experiences and bridge the gap between technical and non-technical teams. With proven project management and leadership abilities, I've collaborated with award-winning teams to deliver top-tier products and services. A recent accomplishment includes improving our quality ticket feedback system and implementing a kudos process to recognize and celebrate the achievements of frontline workers. I'm passionate about working with diverse and talented individuals, and I'm always eager to explore innovations in 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 & TOOLS

Skills:

Leadership, Management, Communication, Presentation, Problem-solving, Customer Service, Interpersonal, Coaching, Negotiation, Public Speaking, Analytical, Professionalism, Documentation, Social Media, ChatGPT, Troubleshooting, Time Management, Quality Assurance, Training, Technical Writing, Detail-oriented, Reporting, Service Desk, Ticketing, Project Management, Knowledge Management, Digital Marketing, AI Proficiency, Strategic Analysis, Data Analysis, Innovation, Google Ads, Facebook Ads, ITSM Tools, KCS Certified, Website Maintenance, Keyword Research, AI, Claude, Website Audits, Google Search Console, Google Analytics (GA), Google Tag Manager (GTM), Semrush, Competitor Analysis, WordPress (Gutenberg, Custom Themes), UI/UX Optimization, Campaign Optimization, Market Research, Content Strategy, SEO Audits, Search Engine Optimization (SEO), Social Media Marketing, Automation, Ads (Google, Facebook, LinkedIn), A/B Testing, MailChimp, Graphic Design, Branding, Typography, Color Testing, Logo Creation, Technical SEO

Project Management Tools:

Planner, Azure DevOps, Asana, ClickUp, GitHub, Slack, Discord, Google Suite, Microsoft Office, Notion, Zapier, Power Automate, Agile/Scrum Methodologies, Wiki/Confluence



Programming Languages & Frameworks:

- Development: WordPress (WP), JavaScript, React, HTML, CSS, PHP, MySQL, Git, Python
- Visualization/Animation/Design: Visio, Adobe, Figma, Balsamiq, Miro, Vyond, Affinity, Accessibility (a11y)

EXPERIENCE *(Relevant Professional History)*

2023 Present	Web Developer/SEO Expert/Digital Analyst, Freelance <ul style="list-style-type: none">• Designed mobile-friendly websites, focusing on user experience and responsive design• Conducted keyword (KW) research to identify high-volume, relevant KW aligning with objectives• Developed and implemented SEO strategies to enhance rankings and drive qualified traffic• Analyzed web traffic & user behavior; provided actionable recommendations for optimization• Monitored SEO performance metrics using GA, Google Search Console, Ahrefs, and Semrush• Analyze data and translate insights into actionable strategies• Designed and implemented website wireframes and user layouts using AI and Figma, aligning with both client needs and best design practices (reducing hours of wireframe design time)• Planned and created social media content calendars months in advance while providing strategic consulting on engagement and impression optimization
2023-2024	OLA Coordinator, Sandia National Laboratories & ECS Federal, LLC <ul style="list-style-type: none">• Automated processes using Power Automate to increase efficiency, reduce admin time, and create workflows for daily/weekly task tracking• Managed and renewed Operation Level Agreements (OLAs) with internal partners• Collaborated with domain experts to update and improve the knowledge base, participate in knowledge management meetings, update knowledge articles in ServiceNow & the Wiki• Worked with cross-functional teams to create and maintain agreements• Developed a WordPress feedback form to streamline partner feedback and kudos submissions• Utilized AI and prompt engineering, saving hours in daily tasks• Provided UI/UX and human interaction feedback for the SandiaAI chat testing team WordPress Developer, Sandia National Laboratories & ECS Federal, LLC <ul style="list-style-type: none">• Helped migrate internal & external sites to a custom theme within WP using the Gutenberg editor• Created dynamic pages using custom templates, query loops, and custom Gutenberg blocks• Updated new work processes & best practices for website migration within the Wiki/Confluence• Created & shared knowledge for identifying bugs and solving technical issues within the WP editor• Implemented a11y best practices on the creation of new pages• Participated in design (UI/UX) & code reviews with designers & developers to ensure quality standards were met

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- 2023 **Website Project Manager, Esparza**
- Provided reports on the delivery of services and deadlines for the progress of multiple projects
 - Provided website maintenance, security scans, updated plugins, & ensured updates ran smoothly
 - Communicated effectively with designers & developers to transform designs into websites
 - Negotiated with customers our different packages & services for their solving their digital needs
 - Worked with developers to eliminate root causes of incidents with websites & help prevent potential recurring issues
- 2020 **Senior Strategist/SEO Expert/Senior Specialist, Boomtime**
- Coordinated meetings with teams & clients to discuss & deliver quality digital marketing solutions
 - Briefed leadership with client updates and discussed what services we're providing and how to deliver website strategy and discuss execution of our strategy using our resources
 - Upgraded and produced new service-level agreements to meet the business needs of our clients
 - Spearheaded revamping the entire training process for new specialists & recorded training videos
 - Optimized existing websites and created SEO strategies for new site launches
 - Helped build WordPress templates with HTML, CSS & JavaScript, and helped with website admin
 - Spearheaded local SEO projects, helped increase conversion and lead generation by 33%+
- 2013-2016 **Personal Trainer/Sr. Consultant/Social Media Admin, Sports & Wellness**
- 2017-2020
- 2023
- 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
 - Developed a C++ program to create monthly goals & commission goals for the month
 - 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
 - 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 under strict deadlines

COMMUNITY INVOLVEMENT *(Relevant Volunteer History)*

Data & Artificial Intelligence Center of Excellence

- Active in discussions and development of innovative automation workflows and AI solutions.

Emergency Medical Technician / Volunteer Firefighter

- Delivered empathetic and effective support in high-stress situations, demonstrating teamwork and leadership under pressure.

EDUCATION

(In progress) **Courses** - UI/UX, JavaScript and React Intermediate - *Frontend Masters*

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

Certificate - Knowledge Centered Service (KCS) Foundation - *HDI*

Certificate - ITIL - ITIL4 Foundation - *PeopleCert/Axelos*

Certificate - SEO Principles - *Semrush Academy*

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 - 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)*