

Jean Adames

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PROFILE

Even though I am living in the Dominican Republic, I am a U.S. citizen, capable to work in the U.S., having no problem in order to move into the country if it's necessary to be able to work.

EDUCATION

Technological Institute of Santo Domingo, INTEC Santo Domingo, Dominican Republic

Degree in Marketing and E-Business, GPA: 3.60/4.00 May 2019 – July 2021

WORK EXPERIENCE

La Innovacion Santo Domingo, Dominican Republic

E-Commerce Senior Analyst April 2022 - present

- Proficient using Google Analytics, Google Tag Manager, and Excel tools such as V-Lookup and Pivot Tables to collect and organize data, and Power BI to present reports, resulting in successful decision-making in defining customer segments and boosting sales of categories.
- Skilled in analyzing user behavior through various tools such as surveys, heat maps, and session recordings, resulting in the improvement of graphic content on the website, reducing the bounce rate, and enhancing user interaction with the site
- Proficient in CMS-based web development and HTML, CSS, and JavaScript to design and create visually appealing and user-friendly web pages. Skilled in recreating designs from Figma and Adobe XD and developing web elements such as modal popups to encourage sales and alerts to guide users through the purchase process. Additionally, experienced in creating new web pages and web elements to improve the overall user experience.
- Managed and generated product data feed using XML, effectively communicating with suppliers to implement content syndication and create online catalogs in the Meta platform for enhanced visibility across multiple sales channels.

La Innovacion Santo Domingo, Dominican Republic

Digital Marketing Analyst April 2021 – March 2022

- Demonstrated expertise in product mockup creation and design using Illustrator, resulting in increased traffic and interest in targeted product groups, ultimately driving sales growth.
- Proficient in professional product photography, capturing high-quality images for over 20,000 products, enhancing the visual appeal of the website, and improving the overall customer experience.
- Proven track record in optimizing SEO performance by strategically establishing keywords for the home page and approximately 200 webpages across various product divisions and categories, resulting in an impressive 80% increase in search engine visibility.
- Proficient in deploying and testing e-commerce for the retail side of the company ([Innova Centro](#)) using HTML, CSS, and JavaScript to ensure seamless online shopping experiences for customers.

UnaVainaVerde Santo Domingo, Dominican Republic

Internship, Community Manager December 2021 – February 2022

- Proficient in generating and organizing content in a strategic content calendar, aligning publications with monthly themes and company objectives, ensuring consistent and engaging messaging across social media platforms.
- Skilled in designing compelling social media posts and stories using software such as Adobe Illustrator and Canva, optimizing timing and leveraging data to identify the best performing days and times for maximum audience engagement.

Certifications

- React: From zero to expert (Hooks and MERN) – Udemy: UC-124c6031-b8df-40ba-b9a0-7d2f25bc0056
- 50 Projects In 50 Days - HTML, CSS & JavaScript – Udemy: UC-5b2277eb-2b35-4ee5-a4ee-faf016458883
- JavaScript Basics for Beginners – Udemy: UC-e1b1ca20-88ca-4529-9fc2-5fa8a94d4907
- Google Analytics Certificate – Google Digital Academy – 143893945
- EF SET Certificate - EF Standard English Test (EF SET)

SKILLS & INTERESTS

Language: Native in Spanish

Technological: Google Analytics, Google Tag Manager, Microsoft Excel, Hotjar, HTML, CSS, JavaScript, React, React Router Dom, Tailwind CSS, Bootstrap, Material UI, Front-end Development, Adobe Illustrator, Adobe Photoshop.

Interests: I am interested in the web development industry, web design, and web and data analysis. In my free time I try to study and practice new skills in my interest areas, and I like to do sports and training such as workout at the gym and play basketball.