JUAN SEBASTIÁN VALDERRAMA DUEÑAS

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Web developer with over 3 years of experience in creating professional websites and implementing digital marketing strategies. Specialized in frontend development and CMS management, I use the latest technologies to ensure high-quality designs and functionalities.

I possess the ability to work in a team and proactively adapt to various environments and challenges. I am committed to continuous learning, which allows me to stay updated with the latest trends in web development, big data, and artificial intelligence.

Currently, I am in the advanced stages of my undergraduate studies in Software Engineering through a virtual program. This has enabled me to successfully execute digital projects for various companies, meeting deadlines and established requirements.

Throughout my career, I have collaborated with a wide range of clients, from small businesses to corporations. I am seeking an opportunity to continue growing professionally in a company that values innovation, teamwork, and a commitment to excellence in web development and digital marketing.

EDUCATION

FEBRUARY 2021 – NOVEMBER 2024

Software Engineering | Politécnico Grancolombiano, Virtual

FEBRUARY 2021 – DECEMBER 2021

Certificate in Web Development| Universidad Tecnológica de Pereira, Virtual

EXPERIENCE

DESIGNER AND WORDPRESS DEVELOPER
March 2021 - Present

Specializing in the review, update, and creation of elegant and professional websites for companies and startups, utilizing WordPress along with a variety of themes, plugins, and specialized SEO and Digital Marketing strategies. Responsible for verifying and maintaining existing websites to ensure optimal performance.

RESPONSAVILITIES AND ACHIEVEMENTS:

- Design, development, support, and maintenance of web pages for clients, ensuring their functionality and aesthetics.

- Implementation and adjustment of SEO techniques to enhance clients' website positioning on search engines.

- Consultation and implementation of digital strategies for the agency and its clients, focusing on Digital Marketing.

- Management of social networks and Community Management to enhance agency online presence.

- Key project development, including the official website for qits.com.co, the OFTALMOLOGÍA SALGADO ophthalmological clinic website, and the FAJAS KORLY online store.

- Participation in image editing, creation of informative videos, and support in the implementation of content strategies for the agency.

HIGHLIGHTED PROJECTS:

CCO Consultores: Developed a website and digital strategy for CCO Consultores, enhancing their online presence and competitiveness in the organizational credibility evaluation market. This will increase registrations and quotation requests, as well as reinforce the brand.

Oftalmología Salgado: Developed a website and web application for Oftalmología Salgado, optimizing the promotion of their services and streamlining appointment scheduling. This will facilitate a higher number of consultations and improve the user experience.

Fajas Korly: Implemented an online store for Fajas Korly, enabling the international sale of their customized products. This solution will increase sales, improve the user experience, and position the brand in the global market.

Hotel Santris Duitama: Updated the website and developed a digital strategy for Hotel Santris, increasing bookings and enhancing the user experience. This initiative will strengthen the hotel's presence in the competitive tourism market of Boyacá.

SKILLS

SOFT SKILLS:

Teamwork • Proactivity • Patience • Adaptation to change • Problem solving • Creativity • Honesty • Responsibility • Passion • Passion • Autodidact

PROFESIONAL SKILLS:

HTML • CSS • JavaScript • PHP • Astro • Elementor PRO • Bootstrap • JavaScript • MySQL • WordPress • WooCommerce • Excel • SEO • Marketing Digital • SCRUM • Linux • Python