

LAURA GÓMEZ

FRONT-END DEVELOPER

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I've recently made a career shift to Front-End Development, having worked as a product designer and digital marketer. My previous roles involved developing products to meet needs, bring joy, and help businesses connect effectively with their customers. Now, I'm seeking a developer position where I can contribute, learn, focus on product development, and bring ideas to life. I'm creative, meticulous, curious, and captivated by this field where there is always more to learn, and it perfectly fits my personality and interests.

RELEVANT EXPERIENCE

DIGITAL MARKETING EXECUTIVE AT COATS

Feb-Jul 2021

- Created and designed marketing assets for website ensuring brand consistency.
- Increased brand awareness in Spanish-speaking countries in South America by executing digital strategies in collaboration with the marketing team in Brazil.
- Developed social media strategies and executed campaigns, increasing the community on Instagram by 60% organically, achieving the 2021 target in Q2.
- Collaborated with the website's developer to execute marketing tactics, ensure brand consistency and deliver a positive customer experience.

DIGITAL MARKETING STRATEGIST AT AURA NOVIAS

Aug 2018-Jan 2021

- Optimized website for SEO, increasing organic traffic by 975% in 2019.
- Website maintenance on WordPress + UX builder to provide a positive user experience while executing marketing tactics to achieve business goals.
- Developed and executed an omnichannel strategy focused on the customer's journey creating a consistent brand experience and increasing brand awareness.
- Ensured brand consistency by designing marketing assets to implement tactics.
- Generated leads through Facebook Ads, Google Ads, and SM management, experiencing a 58% year-on-year increase in average monthly leads generated.

DIGITAL MARKETING CONSULTANT AT CEDRO ALTO

Mar-Dec 2020

- Developed a user-centered content strategy for the website to communicate the business value proposition and increase brand awareness.
- Designed marketing assets to implement tactics ensuring brand consistency.
- Developed a social content strategy with focused brand identity for customer engagement increasing the community 59% organically.

PRODUCT DESIGNER & FOUNDER AT VELA PINTA

2015 - 2018

- Developed footwear collections meeting target market needs.
- Built and maintained an e-commerce website on Shopify to communicate and amplify the brand's identity and values, meeting marketing goals.
- Generated sales by developing an e-commerce marketing strategy and creating content for social media to drive relevant organic and paid traffic.
- Developed Vela Pinta's brand and designed marketing collateral.

EDUCATION

BA PRODUCT DESIGNER

Universidad de los Andes
Bogotá, Colombia | 2009 - 2014

CERTIFICATIONS

FRONT-END DEVELOPMENT

SheCodes Pro*
Online | Nov - Apr 2022

BUSINESS MARKETING STRATEGY

Florida Global University &
Convierte Más
Online | Oct - Dec 2020

DIGITAL MARKETING

LaSalle College
Bogotá, Colombia | Jan-May 2018

LANGUAGES

ENGLISH • Advanced

PORTUGUESE • A2

SPANISH • Native

SKILLS

- HTML*, CSS*, Javascript*
- React.js*, Bootstrap*
- Git*, Netlify*
- Wordpress: UX builder
- Figma
- Adobe Suite: Ai, Ps, Id.