



Leo Martinez

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 Venezuelan-American UX Designer, Web Developer & Digital Strategist

 Creative and collaborative problem solver with expertise in web development and digital strategy

 Multilingual: English and Spanish (native), Portuguese (proficient)

SKILLS

Programming Languages & Frameworks: JavaScript, Ruby, React, jQuery, Ruby on Rails, Node.js, Express, HTML, CSS, Sass

Frontend & Backend Development Tools: Bootstrap, Tailwind, Gatsby, Webpack, Vite, Jest

Content Management Systems (CMS): WordPress, Shopify, Squarespace, Wix, Webflow, Drupal, Elementor, Magento, Contentful, ContentStack

Data, Analytics & Marketing: Google Analytics, Tableau, Mapbox, A/B Testing (Google Optimize), Audience Segmentation (Klaviyo, Segment), SEO, Digital Strategy, Ad Platforms (Google Ads, Facebook Ads)

Project Management, Collaboration & CRM Tools: Agile Methodologies (Scrum, Kanban), Notion, Trello, Slack, Gainsight, Salesforce, HubSpot, Mailchimp, Zapier, Airtable, Todoist

Design & Creative Tools: Figma, Photoshop, Descript, Canva, Premiere Pro

Other Skills: Information Design, Attention to Detail, Adaptability, Communication, Problem Solving, Critical Thinking

EDUCATION

Le Wagon Coding Bootcamp

Rio de Janeiro, Brazil

Full-Stack Web Development

Bentley University

Boston, MA, USA

Bachelor of Science

Major in Computer Information Systems

Minors in Marketing, Information Design & Communications

EXPERIENCE

Algolia

Remote, USA / 2024 - Current

Customer Success Engineer

- Managing technical accounts for strategic customer teams across the AMER and LATAM regions, ensuring successful onboarding, adoption, and optimization of Algolia products for SMB and enterprise-level accounts.
- Collaborating with marketing and merchandising teams to enhance A/B testing strategies and optimize AI models and customer acquisition efforts, leveraging internal tools to increase conversion rates through Search.
- Troubleshooting complex web design and software issues, developing scalable solutions to maximize product impact.
- Delivering workshops and service engagements to guide clients through the full product lifecycle, achieving measurable business growth and using project management tools like Notion and Gainsight for effective client management.

Freelance

Remote, USA / 2014 - 2024

Web Developer & Digital Consultant

- Designed and developed customized, responsive web solutions for diverse clients, including e-commerce platforms and CMS-driven websites, utilizing best practices in SEO, UX/UI design, and A/B testing for landing pages and ad campaigns.
- Built and maintained websites and applications using JavaScript, HTML, CSS, React, and various CMS platforms (WordPress, Shopify, Wix, Squarespace, Webflow), integrating with CRMs and APIs depending on client needs.
- Led data-driven design initiatives and experimentation strategies to optimize user engagement and conversion rates.
- Provided content creation and management services, including video production, copywriting, and multilingual translation (English, Spanish, Portuguese).
- **Portfolio** @ leohque.github.io

Samara Collective

Remote, USA / 2021 - 2022

Web Developer & Digital Communications Strategist

- Led client projects to enhance online presence, subscriber acquisition, and user engagement through data-driven design and development, using CMS platforms such as WordPress and Squarespace.
- Crafted compelling product messaging and user narratives tailored to target audiences, driving growth and increasing engagement metrics.
- Utilized Figma, Elementor, Canva, and Adobe Creative Suite to design content and build custom landing pages; created and optimized web acquisition and email marketing funnels on HubSpot and Mailchimp, and implemented automated workflows with Airtable and Zapier, enhancing client engagement and user journeys through A/B testing strategies.
- Managed multiple client relationships, aligning digital strategies with business and campaign objectives to ensure successful project delivery, leveraging agile project management tools like Trello, Wrike, Asana, and Notion.

GreenRoots

Chelsea, MA / 2016-2018

Youth Employment Manager

- Managed and coordinated the Environmental Chelsea Organizers (ECO) youth employment program for high school students, focusing on civic engagement, community empowerment, and environmental initiatives.
- Developed and implemented training programs to enhance youth leadership skills, foster community advocacy, and promote sustainable practices.
- Collaborated with local organizations to create meaningful employment opportunities and community-driven projects.

Grove Labs

Somerville, MA / 2015-2016

Interactive Marketing & Field Hand

- Developed and executed strategic marketing plans and social media campaigns on Instagram and Facebook, leveraging Facebook and Google Ads to maximize reach and engagement for a Kickstarter crowdfunding initiative promoting an innovative home aquaponic growing system.

- Contributed to the development of a marketing roadmap that aligned with the company's growth objectives, resulting in a 300% increase over the original fundraising goal.
- Collaborated with cross-functional teams to create compelling content and visuals that effectively engaged potential backers, driving awareness and momentum for the campaign.
- Coordinated outreach efforts and community engagement activities to build a strong supporter base, fostering long-term brand loyalty and growth.

Liberty Mutual Insurance

Boston, MA, USA / 2012 - 2013

IT Analyst

- Contributed to agile web development, focusing on front-end and back-end solutions using Java, SCSS, JavaScript, and HTML.
- Improved the website's insurance quote calculator, making it more responsive and accessible.

WGBH Educational Foundation

Boston, MA, USA / 2011-2012

Operations & Development Internship

- Managed Salesforce databases to enhance data accuracy and operational efficiency, collaborating with teams to support organizational goals.

Massachusetts Technology Leadership Council

Dedham, MA, USA / 2009 - 2011

Marketing & Technology Assistant

- Improved website engagement through design enhancements and optimized Salesforce and Drupal integrations for targeted marketing campaigns.

Verizon

Irving, TX, USA / 2009

Product Design & Development Internship

- Conducted market research and collaborated with product teams to develop FiOS applications and shape marketing strategies aligned with customer needs.