

Luis Velasquez

(437)-669-4992 - luisgcode@gmail.com

PROFESSIONAL SUMMARY

Dynamic and results-oriented web coordinator with over 5 years of experience in collaborative sales and customer service environments. Currently advancing skills in web development through Fanshawe College's Web Development and Internet Applications program. Proficient in optimizing web experiences, implementing successful sales strategies, and navigating various content management systems, primarily Magento.

QUALIFICATIONS

- More than 5 years collaborating with dynamic sales and customer service teams, contributing to the success of multiple projects.
- Fluent in both English and Spanish, facilitating effective communication in diverse environments.
- Proven track record in web optimization, user experience, and front-end web development.
- In-depth knowledge of SEO best practices, driving improved website visibility.
- Expertise in e-commerce strategies and successful implementation.

WORK EXPERIENCE

Dorel Juvenile

Web Content Coordinator www.infanti.cl

Oct 2021 – Nov 2023

- Operated and optimized the Magento platform, ensuring its seamless functionality.
- Implemented effective sales strategies, including successful upselling techniques to enhance revenue generation and exceed sales targets.
- Validated website content with the design team, enhancing overall user experience.
- Front-end component builder.
- Analyzed data to enhance user experience by utilizing available software such as Google Analytics, Hotjar, etc.
- Coordinated with the inventory team to manage stock levels, conducted regular audits, and optimized product placement for efficient restocking.
- Executed day-to-day tasks to ensure the seamless functioning of the website, including managing content, prices, and optimizing the overall user experience.

Web Assistant Manager

Oct 2019 – Nov 2021

- Managed the content on the website, ensuring timely updates, accuracy, and alignment with organizational goals and brand standards.
- Coordinated with external vendors and service providers, ensuring smooth operations and timely support.
- Implemented commercial strategy plans.

Ferreteria Marsella

Web Sales Associate www.ferreteriamarsella.cl

Aug 2019 - Sep 2020

- Assumed responsibility for web sales and oversaw day-to-day operations to ensure the smooth functioning of the website.
- Served as a knowledgeable point of contact for customers, addressing inquiries related to product features, usage, and pricing.
- Stayed updated on new products, features, and industry trends to provide informed recommendations to customers.
- Successfully met and exceeded sales targets through effective product recommendations and upselling.

EDUCATION

Web Development and Internet Applications
Fanshawe College.

Jan 2024 - Jan 2026

College Diploma in Business Administration
IUTA.

Jan 2012 - Jan 2015

SKILLS

JavaScript ES6, HTML5, CSS, Sass, Git & GitHub, Slack, Microsoft Teams, Notion, Miro, Figma, Photoshop, Magento, Prestashop, PostgreSQL, Netlify, Slack, Jira, and FileZilla

LINKEDIN

<https://www.linkedin.com/in/luisgcode>