

MANUEL ZAMBRANO

MARKETING CONTENT PRODUCER & FULL STACK DEVELOPER

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PROFILE

Dynamic Marketing Content Producer and experienced Software Developer with a proven track record in creating engaging content across multiple platforms including television, web, and digital media. Skilled in technical writing, editing, and publishing marketing content. Bilingual in Spanish and English, adept at collaborating with engineers, product managers, and sales teams to produce content that drives sales and enhances customer engagement.

PROFESSIONAL EXPERIENCE

GLOBAL BUSINESS COMMUNITY (GBC) — *Content Producer*

Tulsa, Oklahoma

Jan 2019 – Jan 2021

- Developed and managed content strategy for a leading trading school, including press releases, educational material, and market analysis reports.
- Collaborated with subject matter experts to ensure the accuracy and relevance of financial education content.
- Enhanced digital presence through SEO-optimized blog posts and interactive web content, significantly increasing user engagement.

TELEMUNDO — *News and Commercial Producer*

Tulsa, Oklahoma

Feb 2016 – Dec 2018

- Produced daily news segments and commercial content, coordinating closely with news directors and advertisers to meet strategic objectives.
- Managed multiple content projects, from concept through delivery, ensuring content was compelling, visually engaging, and on-brand.
- Led a team of editors and videographers, optimizing workflows and improving content quality under tight deadlines.

HOLBERTON SCHOOL (Atlas) / *Software Development – Full Stack*

Aug 2022 – Apr 2024

- Engaged in advanced web development projects, utilizing JavaScript, Angular, React/Redux, and Node.js, focusing on the development of secure, scalable, and efficient web applications.
- Contributed to CRM and other complex systems, emphasizing secure API communications and efficient database usage with MySQL and MongoDB.

DWELLA — QA Engineer
Feb 2021- May 2022

- Led quality assurance across web and mobile platforms, developing and executing comprehensive test plans to ensure the high reliability of software products.
- Spearheaded cross-functional team collaborations to improve product quality, reducing bug rates by over 30%.

EDUCATION

HOLBERTON SCHOOL (Atlas) — Diploma in Computer Science and Full Stack
Aug 2022 – Apr 2024

Holberton School offers an intensive, hands-on program in software engineering that covers a broad range of topics from foundational programming to full stack development. The curriculum is designed to build proficiency in languages like JavaScript, Python, and C, as well as frameworks and technologies such as React, Angular, and Node.js. The program emphasizes project-based learning, preparing students to tackle real-world problems with modern technology solutions.

Experimental National University of the Arts (UNEARTE) — Bachelor of Plastic Arts, Visual Arts
2010- 2015

UNEARTE provides a comprehensive arts education with a focus on visual arts. This program encourages a multidisciplinary approach, allowing students to explore various mediums and techniques, from traditional painting and sculpture to contemporary digital arts and multimedia. The curriculum is designed to foster creativity and critical thinking, equipping students with the artistic skills and theoretical knowledge necessary to pursue careers as professional artists or in related fields.

TECHNICAL SKILLS

- **OS:** macOS, Windows, Linux, iOS, Android
- **Audio Editing Software:** Audacity, Adobe Audition, Logic Pro
- **Video Editing Software:** Adobe Premiere Pro, Final Cut Pro, DaVinci Resolve
- **Marketing Tools:** Google Analytics, Hootsuite, MailChimp, HubSpot
- **Testing Tools:** Selenium, Chrome DevTools, BrowserStack, Jira, Notion, Trello, TestRail
- **Programming:** C#, JavaScript, ASP.NET, SQL
- **Databases:** MySQL, PostgreSQL, MongoDB

CERTIFICATIONS

- Certified Financial Markets Analyst, Global Business Community
- Manual QA Engineer, CAREERIST PROGRAM
- Various PLATZI certifications including Introduction to Test Automation and Basic Course of Testing in Java.