Jaime Andrés Soler

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Professional Profile

Front-end developer with experience in building responsive applications using JavaScript, React, Astro, and Tailwind. Skilled in combining strong technical expertise with communication abilities gained from a philology and marketing background. Trilingual (Spanish/English/German), with proven success in managing digital strategies and training teams on advertising platforms.

Technical Skills

- **Languages & Frameworks:** JavaScript, TypeScript, React, Node.js, Astro, SQL, HTML/CSS, Tailwind, SUPABASE.
- **Tools:** Git, GitHub, VSCode, Figma, Adobe Creative Suite, Canva, Microsoft Office
- **Additional:** Digital marketing campaigns, Meta Ads, content creation

Projects

- **Portfolio website — andressoler.netlify.app**
  Built with Astro and Tailwind; implemented responsive design and optimized performance with Netlify deployment.
- **URL Shortener — mugiurl.netlify.app**
  Fully functional and free web app built with React and Supabase for database management. Allows users to shorten, manage, and track links with a scalable architecture.
- **Meta Ads Training Resources**
  Developed digital manuals and guides adopted by 100+ agents for troubleshooting ad campaigns.

Experience

AHK Colombia — Communications and Marketing Manager   Bogotá, D.C.
February 2024 - August 2024

- Designed and executed ProRecognition's digital strategy, reaching 5,000+ users and boosting Instagram engagement by 32%.
- Produced communication materials and co-organized events with 120+ in-person attendees.

Atento — Meta Ads Trainer   Bogotá
August 2022 – March 2023

- Delivered technical training to 100+ agents, reducing resolution times by 20%.
- Developed manuals, presentations, and troubleshooting guides for Meta Ads.

Education

Bachelor of Arts in Philology — German emphasis
Universidad Nacional de Colombia | 2021

Languages

- Spanish — Native
- English — C1 (Advanced)
- German — C1 (Advanced)

Find more about me here: https://andressoler.netlify.app/