



# Sebastián Aburto L.

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## Work Experience

### Independent, Web Developer



**Naru Studio Project**  
Feb 2023 - Present  
Santiago, Chile

**Design and implementation of sites** in Naru Studio, providing facilities to startups to start their projects, from accounting services, websites / marketplaces and physical and digital terminals to receive payments, creating together an ecosystem that professionalizes entrepreneurs in saturated environments.

### Owner, App Development and Positioning Strategies



**Piki's Ecofriendly**  
Aug 2019 - Sep 2021  
Santiago, Chile

Own entrepreneurship project consisting of an app that **facilitates access to sustainable products**.

Focused on **students and young people** who have the JUNAEB benefit and wish to change their consumption habits.

I focused on the development of the application "Pikis Chile" and RRSS management with SEO and SEM campaigns through tools such as Google AdSense and Meta for Business.

### Member of the Innovation team at Telefónica



**Telefónica Chile**  
Feb 2018 - Jan 2018  
Santiago, Chile

After having taken courses in programming and robotics from Fundación Telefónica, I was hired for my outstanding participation in this course.

I was hired for my outstanding participation in this course to implement new technologies to automate the Telefónica

automate the Telefonica building, from autonomous systems that facilitate your guided tour to its maintenance of the building.

## Additional Info.

### LinkedIn

<https://www.linkedin.com/in/sebastian-a-lopez/>

### Website

<https://linktr.ee/sebaao.o>

## About me

Advertising student at Universidad Del Desarrollo, looking for a professional internship in line with my skills, mainly Strategic Marketing in digital environments, with special interest in integrating a marketing team already formed with the purpose of being able to contribute to the optimization and efficiency of these processes with efficiency, creativity and initiative.

Among my skills I can highlight my ability to work independently, in groups and in teams, in addition to possessing active and empathic listening skills to stimulate the development of quality environments, commitment and good performance.

## Languages

<u>Spanish</u>	Native	● ● ● ● ●
<u>English</u>	Intermediate	● ● ● ● ●
<u>Italian</u>	Basic	● ● ● ● ●

## Education

### Publicist and Marketing



**Universidad Del Desarrollo**

Mar 2020 - Dec 2023

Santiago, Chile

Studies focused on the development of **strategies that make an efficient use of media, through creativity** and development of new strategies inside and outside the companies and **online and offline media**.

### Marketing & Public Relations



**Universidad San Pablo CEU**

Feb 2022 - Jul 2022

Madrid, Spain

**Academic exchange** at San Pablo CEU University in Madrid, Spain. Studying areas related to public relations and marketing in which the focus is on a correct administration of the public image and the application of strategies according to the objectives of the companies.

### Bootcamp Full Stack Web Developer



**Universidad Del Desarrollo**

Jul 2023 - Mar 2024

Santiago, Chile

Currently attending a full stack web development bootcamp, where **front end and back end development skills** are taught for the development of **websites and web applications**.

## Skills

Multitask and Organized



Programming



Adobe Suite



Leadership



Techniques of effective communication



## Courses

- **Web Development Introduction**

*Coursera*

Mar 2022 - Jun 2022

- **Visual Elements of User Interface Design UI/UX**

*Coursera*

Mar 2022 - Jun 2022

- **Storytelling, The Art of Captivating**

*Universidad Del Rosario, Colombia*

Jul 2021 - Jul 2021

- **Robotics and Programming**

*Fundación Telefónica*

Jan 2015 - Dec 2016

## Achievements

- **Effie College Finalist - Salcobrand Category**

*Effie Awards Latin America*

Exp: Jan 2023

- **International Festival "La Pieza" / Finalist with Mi(nd) Mix**

*Universidad Del Desarrollo*

Exp: Sep 2022

- **Best Creative Concept, Global Challenge**

*Universidad Pedagógica de El Salvador*

Exp: Jan 2021

- **Entrepreneurship Finalist with Piki's Be Ecofriendly project**

*Incuba UDD*

Exp: Sep 2020