

PROFILE

I have over ten years of experience as a serial entrepreneur, creating and managing e-commerce platforms for clients in different markets and countries, with two tech companies currently working in Chile.

- International experience in 3 countries, founding and managing e-commerce platforms for B2B and B2C clients
- Code languages: Basic JS and PHP, HTML5 and CSS3. Languages: English and Spanish (native)
- Shopify Partner since 2022, successfully working with four clients and creating an API integration for ERP Chilean software

PROFESSIONAL EXPERIENCE

- 2020 – 2024 **Sidekick** (3rd Party API Integrations and Shopify Partner) - *Partner* Chile
- Created alliances with ERP and invoicing software companies like BSale, Defontana and Laudus to be official API integrators with E-Commerce platforms
 - Developed and/or implement E-Commerce platforms and their API integration with 3rd party software
- 2020 – 2024 **Digitto!** (E-Commerce development agency and Shopify Partner) - *Founder and e-commerce specialist* Chile
- Captured and charmed more than 42 clients in 18 months
 - Created over 28 new eCommerce channels for clients that sell an average of \$250,000K/month
- 2017 – 2020 **Mercado SpA (Importer, wholesaler and retailer)** – Holding company for 4 separate LLC Chile
Brand national manager and E-Commerce manager
- Led 8 cross-functional team members in the areas of marketing and software development, accountable for:
- **Astro Growshop (Retail):** Coordinated branding initiatives, and eCommerce interaction with the 10 physical stores, increasing digital sales by 340%, physical sales by 140%, and creating cross channel sales in 3 years
 - **DLDS Distribuidores (Distribution company):** Developed and maintained the digital sell platforms increasing digital sales from US\$850K/year to US\$1.2M/year
 - **Delight Chile (LED panels brand for agricultures):** Created the social media presence and digital sell platform and increased 30% brand engagement and 860% across channel sells
- 2017 **Santiago Studio** - *Founder and Web developer* Chile
- Developed 9 websites, including corporate, intranets and eCommerce platforms
 - Drove the eCommerce platforms with digital marketing as Google Ads, FB/Instagram Ads and content
- 2015 – 2016 **JBarboza.com** - *Freelance Web Developer* Chile – Panama
- Performed website management for 9 clients in Chile and Panama (remote). Main clients:
 - Rila Publicidad Agency: Web developer and AdWords manager (5 sub-clients)
 - Viral Connections Agency: Web developer (6 sub-clients)
- 2008 – 2013 **Licencia Creativa Advertising Agency**- *Founder and Creative director* Venezuela
- Launched advertising agency providing marketing communications services and printing solutions; led a team of 7 employees; presented to client leadership and advertising agencies and secured ~200 clients
 - Won exclusive business development contract for the Metro of Maracaibo and closed \$415k in sales

EDUCATION

- 2022 – 2024 **Sheridan College** Canada
completed **Computer Programming Diploma**
Classes: Java, Angular, JavaScript, PHP, C#, SQL and NoSQL Databases, Cyber Security, Project Management...
Student Staff in the Student Affairs department to plan and execute support programs for international students.
- 2005 – 2010 **Universidad Rafael Belloso Chacin** Venezuela
B.A. in Graphic Design
- Founder, coordinator, and professor of the group Malabu (Malabres URBE) - 2009 – 2011 (Volunteer)
 - Coordinated workshops and internal/external events in partnership with the University's culture department
- 2013 **La Universidad del Zulia** Venezuela
Digital design certification – Web specialization (Web tools, HTML5, CMS integration, and CSS3)

SKILLS

- **Programming languages:** Java, Angular, JavaScript, C# and PHP **Platforms:** Shopify, WordPress and PrestaShop
- **Others:** HTML, CSS, SQL, BASH, MySql, PowerBI, Data Studio - Google Analytics Academy (2020)
- **Software:** Jira, ClickUp, Trello, Microsoft (PowerPoint, Excel, others), Adobe (Photoshop, Illustrator, Dreamweaver, Flash), cPanel/WHM Server Administration, Plesk Server Administration and Canva.

HOBBIES AND LEADERSHIP

- Juggling (Diabolo, Ball juggling, devil sticks, contact juggling and aerial silk)
- Volunteered coordinator for the "Semillero Circense Simon Bolivar." Community activity for low-income kids 8-16 ages (2012-14)