

Anderson Carmona

Digital Marketing Specialist | Web Designer & Web Developer | SEO Specialist

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EXECUTIVE SUMMARY

Over 9 years of experience as a **Digital Marketing Specialist, Web Designer, Web Developer** and **SEO**. Having worked in more than **100** digital projects and specialized in creating **websites** and **web apps** using **HTML, CSS, and WordPress** with **UX/UI** using **Figma**.

PROFESSIONAL EXPERIENCE

ABATECH by ICBBD Holdings, LLC

Fort Lauderdale, Florida, United States

Web Designer, Web Developer and SEO Specialist

January 2023 - August 2024

- **Identification** and **implementation** of improvements on 10 websites based on **SEO** and **UX/UI** strategies.
- **Reconstruction** of 2 websites and creation of 10 new ones using **WordPress** and **Figma**.
- **Translation** of 300 blog posts and 50 web pages from English to Spanish and vice versa in 3 websites.

Viventa, LLC

Miami, Florida, United States

Web Designer, Web Developer and SEO Specialist

February 2022 - January 2023

- **Identified** and **implemented** improvements on the main website of the company based on **SEO** strategies.
- **Designed** 5 landing pages, 8 web pages and 2 websites using **Figma** and **developed** them with **WordPress**.
- **Developed** a web app using **HTML, CSS** and **Javascript** to automate the process of credit analysis.

MedByte

Medellin, Antioquia, Colombia

CTO and Co-Founder | Web Designer, Web Developer and SEO Specialist

February 2021 - July 2022

- **Helped** to build the company using digital marketing strategies focusing on innovation in the health care sector.
- **Designed** wireframes and prototypes of a **website** and **tech platform** using **Figma** and developed them using Wordpress.
- **Participated** in a contest for capital seed and won as one of the most innovative startups in the city.

PLM

Medellin, Antioquia, Colombia

Web Designer, Web Developer and SEO Specialist

September 2020 - February 2021

- **Developed and Improved** 11 websites using **WordPress** optimized for **SEO** and **UX/UI** for the company's clients.
- **Tested** websites and **gained** insights to improve their performance and **get more leads**.

LM

Medellin, Antioquia, Colombia

Web Developer and SEO Specialist

February 2019 - September 2020

iCrea

Merida, Merida, Venezuela

Web Developer and SEO Specialist

August 2017 - September 2018

EDUCATION

Commercial Technical School Simon Rodriguez

Merida, Merida, Venezuela

Technical High School Diploma in Commerce and Administrative Services, Specialization: Information Technology

October 2012 - July 2018

RELEVANT SKILLS

- HTML
- CSS
- JavaScript
- WordPress / PHP
- WooCommerce
- SEO
- UX/UI for Web
- Git and GitHub
- Agile Methodologies like Scrum and Kanban
- Google Tag Manager, Analytics and Search Console
- English and Spanish
- Critical Thinking and Problem-Solving
- Flexible and Adaptable
- Assertive Communication
- Time management