

Santiago Jiménez

Frontend Developer

Specialized in Branding & UX/UI

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Residency: Tijuana, Baja California

Job Experience

Marketing Analyst

December 2023 - Present

North American Production Sharing

Development work

- Job post flyer builder application, in Vanilla JavaScript and library for image rendering.
- Support requests application for the recruitment team, featuring dynamic generation of mailto links and local storage, in Vanilla JavaScript and Bootstrap 5.
- Task creation and tracking application using Microsoft Power Apps, integrated with Planner and record storage in MS Lists.
- Automation of various processes using Microsoft Power Automate.
- Dashboards and advanced reports in Excel, using PowerQuery and pivot tables.

Marketing work

- Implementation of design system to standardize visual communication.
- Staff training on advanced candidate searches, job posting standards on job portals, and Microsoft 365.
- Standardization of presentations at departmental and corporate levels.
- Analysis of performance, user behavior, and interpretation of job portal data using Google Analytics.
- Advanced candidate searches using Boolean search engine in the ATS system.

Job Experience

Content Manager & Video Production Coord.

Mar 2018 - Feb 2022

STRAT Solutions - *Marketing Agency*

Content Manager

- Brand case study development.
- Social media strategy planning.
- Posting calendar.
- Copywriting.
- Post scheduling.
- Performance reports.

Video Production Coordinator

- Campaign concept development.
- Script writing.
- Camera operation.
- Editing.
- 2D and 3D animation.

Marketing Coordinator

Jul 2019 - Jul 2020

Foro Social Municipal Tecate - *Non profit org.*

(Project contract)

- Branding development.
- Visual identity design.
- Marketing strategy planning.
- Social media communication design.
- Conference audio-video technician.
- Video editing.
- Blog post writing.

Community / Content Manager

Mar 2017 - Mar 2018

Monocroma Studio - *Marketing Agency*

- Market trends research.
- Copywriting.
- Social media community management.
- Social media post scheduling.
- Performance reports.
- 2D animation.

Education

Bachelor of Communication Sciences

2018

Autonomous University of Baja California (UABC)

Professional skills

Language

English
C1

Writing: 95% | Casual, formal and technical language.
Speaking: 90% | Conversational, in all kind of environments.

Spanish

Native

Tech Stack

Languages

- HTML 5
- CSS 3
- JavaScript
/ ECMAScript

Frameworks / Libraries

- React (basic)
- Tailwind CSS 4
- Bootstrap 5
- Astro

AI Coding Plaforms

- Gemini CLI / Antigravity
- GitHub Copilot

Soft skills

Writing

Starting in college, I developed my writing skills as a fundamental pillar of communication, which I later honed through my work in the advertising industry.

Speaking

Since the beginning of my career, I have honed my public speaking skills through informal talks, PechaKucha presentations, teaching, and corporate training.

Leadership Team work

I have held unique positions on various multidisciplinary teams, which has taught me to balance work that relies heavily on collaboration with my leadership skills.

Self-learning

I started learning about audiovisual production and computer technology at a very young age, doing research on the early days of the internet, which is why I have this well-developed habit and skill.