

DEGREE IN ELECTRONIC COMMERCE WITH HONORS

Roberto Carlos Jardines Peñaloza

27 years old (04/08/1996)



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Stack: JavaScript/ React/ Redux/ Node/ Express/ PostgreSql/ SQL/ MongoDB/ Sequelize/ Mongoose/ Git/ Wordpress/ CSS/ HTML

Goal: I am seeking a position as a full-stack developer with a focus on backend development using JavaScript. I aim to apply my technical skills and experience to create efficient and scalable solutions. I am looking for collaborative environment where i can learn, grow, and contribute to the success of exciting projects.

Studies: 2022 / August Fullstack web developer
HENRY, PROGRAMMING ACADEMY

2014-2018 Degree in Electronic Commerce
AGUASCALIENTES AUTONOMOUS UNIVERSITY

Professional experience:

August 2023 - Current

Aguascalientes Autonomous University / University professor

- Higer education in four subjects of electronic commerce.
- Administration and oversight of student groups.
- Teacher of web technologies such as HTML, CSS, and programming fundamentals with javascript, as well as algorithms and pseudocode.

August 2018 - February 2023

"Comercial Eléctrica"/ Online store developer and manager

- Development of web pages with "wordpress" CMS and modifications to plugins applying HTML, "CSS" and some codes in "JS" or "PHP" for specific programming functions on web pages or to modify some code of the plugins in the CMS.
- Installing plugins or development of new modules for the websites with cutsom post types or only installing new third party plugins
- Performance monitoring, optimization and maintenance of the websites (Intranet and estore).
- Attention and review of risk orders, selecting them for a manual revision and minimize the risk of chargebacks.
- Monitoring internal operations and management of the e-commerce department.
- Monitoring the SEO of products and web pages using plugins and with some tools available on the market.
- Management and attention of social networks (comunntity manager).
- Review and attend the advertising campaigns developed by an advertising agency.
- Graphic design to improve product images, pop-ups for web pages, or any media file for the website, using Photoshop or Illustrator with average knowledge.

- Monitoring and improvement of SEO using web analytics like “google analytics” with a ecommerce tool enhanced for online stores and the tool google merchant center for google shopping.
- Performance monitoring of the online store on search engines using the “google search console” and “bing web master tools”.
- Support to shipping companies, for scheduling collections, review of account statement for create shipping guides and review the additional charges clarifications.
- Creation of shipping guides and attention to ESHIP plataforma for shipping orders management.
- Publishing of new products and inventory control of online store products.

April 2018 - July 2018

BIOTEMPAK/ Manager of marketing and SEO

- Optimization and maintenance of the website.
- Management of publicity campaigns using google adwords.
- Monitoring web analytics using google analytics
- Improve the SEO of products and webpages using plugins.
- Content creation for the blog and for improve the seo.
- Management of the email marketing on Zoho CRM.
- Community manager.

Achievements obtained

-“Udemy” certified for completed the course “Develop secure applications with PHP 7, POO-MVC, PDO-SQL and AJAX” (2018).

-Recognition through the Business Sciences Center of the Autonomous University of Aguascalientes for participating in the Business Sciences Congress 2022 with the topic 'Fraud Prevention and Mitigation in E-commerce.

-Recognition through the Business Sciences Center of the Autonomous University of Aguascalientes for participating in the Business Sciences Congress 2019 in the panel 'Successful Alumni'

-Recognition from the Guadalajara WordPress community for participating as a speaker in the WooCommerce expert panel at WordCamp Guadalajara 2019, held at MIND Guadalajara, Mexico.

-“Recognition for attending the 'ECSE' Expo Ecommerce and Summit in 2019 and 2022 held at Citibanamex Center in Mexico City

-Degree in Electronic Commerce with honors (2019) by Aguascalientes Autonomous University.

-2015 Bing ads certified by the search engine of Microsoft for develop SEM campaigns.

Technological tools and experience stack

CDN - Cloudflare, Arvancloud.

DB - Mysql, Phpmyadmin.

Google - Google Search Console, Google Tag Manager, Google Optimize, Google Analytics, Google shopping.

Plugins WP - Woocommerce, Divi, Elementor, Site origin, Yoast SEO and more.

Conecta, Paypal, Openpay.

Hosting - Directadmin, Cpanel.

Facebook business manager.

Photoshop, Illustrator.

Eship, Dropbox, Enviaa.

Bootstrap, Less.

SSH.

Hosting manager | DNS` s & mail server

