

JULIO ORTIZ

PUBLICIST - WEB DEVELOPER



Publicist and Web developer with 13 years of experience creating websites and custom PHP and javascript software, as well as UX/UI, graduated in the Universidad Santiago de Cali

CONTACT

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LANGUAGES

- English ●●●●●●●●●●
- Spanish ●●●●●●●●●●

SKILLS

- Photoshop ●●●●●●●●●●
- Illustrator ●●●●●●●●●●
- Figma ●●●●●●●●●●
- Adobe XD ●●●●●●●●●●
- Html ●●●●●●●●●●
- CSS ●●●●●●●●●●
- Wordpress ●●●●●●●●●●
- Javascript ●●●●●●●●●●
- MySQL ●●●●●●●●●●
- PHP ●●●●●●●●●●
- SEO ●●●●●●●●●●
- Google analytics ●●●●●●●●●●



ABOUT ME

Hi, I'm Julio, graphic designer, publicist and developer, I have dedicated my career to web programming and digital marketing.

Working for large Colombian retail and advertising agencies, I was able to delve into the world of digital media advertising and SEO. During the last years I expanded my knowledge about video games, social media guidelines and web security, increasing website traffic and sales through video game skill based activities.

EDUCATION

ICESI University-Seminar
Digital marketing and brand presence
2019

Universidad Santiago de Cali -Bachelor degree
Publicist
2018

SENA - Course
Dreamweaver 8 Javascript
2008

Corporación Universitaria Los Andes - Technician
Graphic design
2005



WORK EXPERIENCE

Encora- Wordpress developer
February 2021 - April 2023
Wordpress development.
Custom Ecommerce development
Wordpress support and troubleshoot.
App and software UI / UX .
SEO strategies on page .
Grooming meetings with clients from USA and Canada.

Corfecali-Web Developer
June 2020 - January 2021
Web design and web development UI / UX .
SEO strategies on page and off page.
Mobile application PWA design and development
Keyword research for google ads campaigns.
Development of 360 tours.
Design of campaign web pieces.
Sending and strategic design of e-mailing campaigns.

JGB S.A.-Web Developer
October 2013 - Dember 2019
Websites Design and programming .
UI / UX .
SEO strategies in page and off page.
Design and development of 2D video games.
Digital advertising management
Key visuals for campaigns and products
Design and management for email campaigns.

Super Inter Supermercados-Web Developer
January 2013 - September 2013
Design and programming of websites.
Social media management
SEO strategies in page and off page.
Digital advertising management
Key visuals for campaigns
Emailing campaign coordination
Personnel management for campaign execution.

Chat Power Center-Web Developer
November 2011 - May 2012
Web design.
SEO in page to websites.
Custom HTML and CSS layout.

Cuervo producciones-Web Developer-Video editor
May 2010 - February 2011
Design and programming websites.
Design multimedia presentations.
Motion graphics.
Video and audio edition.
Design printed media

WEbTV - Multimedia Designer
Agust 2006- May 2008
HTML Websites Development.
Multimedia slides presentations.
MOTION Graphics and video editing.
POP graphic design.

REFERENCES

Mariela Ibarra
Social communicator
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Digital marketing coordinator
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HOBBIES

