

Hello. I'm José García, <Digital Media/> Specialist.

Montréal, CA

About me.

With over 10 years of experience in web and audiovisual design, digital marketing & ecommerce, I have developed a versatile skillset. Throughout my career, I have successfully provided services to more than 25 companies, excelling in communications, corporate identity, marketing, and web development.

I am committed to delivering high-quality work and effectively collaborating and managing projects from conception to execution. I am eager to leverage my skills and experience in order to make a substantial and meaningful contribution to the success of your organization.



Phone.

+1 438 867 2133



E-Mail.

rawzef@gmail.com



Portfolio.

<https://rawzef.com>



LinkedIn.

<https://linkedin.com/in/rawzef/>

<This is/> My Professional Experience

2020 - 2024

Head of eCommerce & Online Marketing

OPA Consulting
Ecuador - LATAM region

- Collaborated with clients in managing the organization, cleanup, and transfer of extensive data across diverse databases, utilizing export methods such as CSV to ensure clarity and facilitate client understanding and collaboration. This approach aimed to guarantee seamless integration and prevent conflicts.
- Managed databases efficiently by cleaning up SQL db and ensuring smooth migration processes for improved data organization and accessibility.
- Collaborated seamlessly with cross-functional teams to optimize web environments, aligning with security, compliance, and accessibility standards, while also integrating digital marketing tools and analytics platforms to track website performance, user behavior, and campaign effectiveness.
- Facilitated streamlined communication and cooperation among developers, designers, and content creators to drive website enhancements and updates, ensuring alignment with digital marketing strategies and campaign objectives for improved user engagement and conversion rates.
- Managed ERP systems like Odoo and SAP, integrating e-commerce platforms such as WooCommerce, Shopify, and Magento, while coordinating API connections and local payment gateway integrations to ensure seamless transaction processes and user experiences. Employed Python coding for custom integrations and automation tasks to enhance system functionalities and streamline processes.
- Played a pivotal role in front-end design and development initiatives, utilizing expertise in web design, graphic design, HTML/CSS3, and JavaScript coding to enhance user interfaces and overall user experience.
- Oversaw a team of five individuals, making decisions on task priorities and organizing project workflows to ensure efficient execution and timely delivery.

<Past/> Projects

For more previous projects:

<https://rawzef.com>



Design



Web



eCommerce

2015 - 2019

Corporate Identity Communications

FCME
Ecuador

- Developed and implemented corporate identity and branding directives to ensure consistency across all 28 company branch offices countrywide.
- Utilized Adobe Creative Cloud for graphic and audiovisual designing and Joomla/WordPress CMS for website management.
- Reviewed and provided feedback on marketing materials, product designs, and audiovisual materials to align with the company's identity.
- Managed a 5-member cross-functional team and coordinated with 12 in-house departments towards the successful launch of ATL and BTL campaigns.
- Demonstrated proficiency in Microsoft Office suite for efficient project management, documentation, and communication with over 50 stakeholders.

<My/> Education

Bachelor's in Audiovisual Communications

ESPOL University
Ecuador
2016

Diploma in Commerce and Marketing

Tec. Monterrey
Mexico
2020

Master's in eCommerce

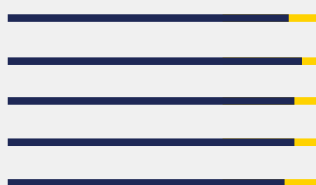
UNIR University
Spain
2021

AEC in eCommerce

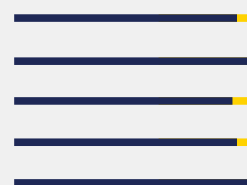
Trebas College
Canada
2023

Hard and Soft <Skills/>

- Web Design
- eCommerce
- Graphic Design
- Audiovisual Production
- Marketing



- Creativity
- Time Optimization
- Great Communication
- Responsibility
- Multitasking



<I/> Speak

- **Spanish**
Native Speaker
- **English**
IELTS Certificate C1 level
- **French**
B2 level

<Current/> Certifications

- **eCommerce** - Google Activate
2021
- **Digital Marketing** - UNIR University
2021
- **SCRUM Master** - Certiprof
2020
- **SCRUM Foundation** - Certiprof
2020
- **HTML5 Certification** - W3C
2017