

About me.

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

Montréal, CA

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.



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Portfolio.

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LinkedIn.

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<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

