

ALDO G. SORALUZ

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Education and Training

2010-2012

Cuyahoga Community College

Certificate in English as a Second Language

2006-2007

School of Digital Arts, Lima, Peru

Graduate of Professional Website Development

1994-2000

Pedro Ruiz Gallo National University, Lambayeque, Peru

Four years completed of Bachelor of Arts in Agricultural Engineering

Work Experience

August 2020- Present

Siffron Inc.

eCommerce Manager

- Manage product listings to increase rankings
- Lead and coordinate weekly meetings with IT and Customer Service Department to ensure optimal site performance, develop new initiatives, and drive online excellence
- Supervise the develop of micro sites for clients (B2B)
- Manage Amazon and Staples vendor stores
- Supervise and manage with HITACHI (India) and IT the IPA connectivity between the ERP (Dynamics) to the E-commerce platform (Hitachi eCommerce)
- Utilize traffic optimization, taxonomy, cross-sell/up-sell, photography
- Supervise and migrate the site to new technologies like Google Analytics 4
- Manage organic and paid search (SEO & SEM) to drive additional traffic and sales to the site
- Lead daily site maintenance and work with all relevant parties (Marketing, IT and Customer service Departments) to establish site stability, site changes, problem troubleshooting, escalation, and resolution

- Execute weekly site content strategies ensuring site stability to drive department and category level conversion
- Drive strategic change by identifying potential business opportunities relating to eCommerce
- Supervise and partner with IT to ensure optimal site performance, develop new initiatives, and create new projects
- Develop and implement an eCommerce strategy in order to improve website performance
- Develop strategies to improve the platform, including the transition to the new eCommerce platform
- Research market in order to discover new trends and technologies in order to improve website performance
- Analyze various data in order to deliver data-driven strategies in order to deliver top performance and achieve KPIs
- Manage partner eCommerce initiatives to drive additional sales via other web platforms
- Integrate with Marketing Manager regarding digital marketing initiatives utilizing marketing automation systems

August 2018 – August 2020

ASG Jergens, Inc.

Website Project Manager

- Led the development and design of the e-commerce platform **www.asg-express.com**
- Developed and designed iPhone and Android app ASG Torque Converter (Phonegap)
- Coordinated with the marketing department and supervise focus groups, marketing campaigns, SEO and SEM strategies
- Created and managed Google PPC ads, Google merchant and shopping campaigns
- Created and designed standard HTML/CSS MailChimp marketing e-mail campaigns to reach more traffic and customers
- Supervised the performance of stakeholder DCKAP (India) in the IPA connectivity (Cloras) between the ERP (Profit 21) to the E-commerce platform (BigCommerce)
- Developed strategies with sales and shipping departments to open new markets in Mexico and Canada includes duty and taxes
- Coordinated sales strategies with the sales department and moved from B2C to B2B with different gateway payments (Braintree and Net 30)

- Developed and designed Jergens, Inc. Intranet (Limited Access by Internal IP) and Digital Signage pushing content (news, weather, safety news) to different screens throughout the building
- Installation and Administration of Centos OS 7.0, Web Apache servers, and Vesta Web Server for future website projects
- Collaborated with marketing to record and edit a YouTube
- Pre and post edition photography of ASG Express products
- Created and integrated 360 product photo views to the e-commerce platform

2010 - Present

WAKOZ

Independent/ Freelance Web Developer and Web Consultant

- Develop and Design websites and applications using modern CSS, CSS3, HTML5, JavaScript
- Develop Android / Iphone Apps using Flutter Technology

2012 –2018

RENTECH Solutions

Lead Manager Web Development & UI/UX Designer

- Designed and coded websites and applications using modern CSS, CSS3, HTML5, JavaScript
- Performed Search Engine Optimization for every website designed
- Conducted daily switching video input sources, cleaning and maintaining inventory of equipment, sending in equipment for repairs, assist with setting up and installing equipment that the company rents, like projectors, laptops, screens, and PA system

2008 –2011

Caribeancars.com

Lead Manager Web Development & UI/UX Designer

- Designed and coded websites and CMS applications using modern CSS, CSS3, HTML5, JavaScript
- Performed Search Engine Optimization for every website designed

Skills

Advance Proficiency in Adobe Collection

- Dreamweaver, XD, Fireworks, Illustrator, Photoshop, InDesign, AfterEffect, Acrobat

Advance Proficiency in Programming Language

- HTML5, CSS3, PHP, Action Script, MySQL, XML,
- Web accessibility (Section 508 and WAI) standards as well as WCAG 2.0 AA

Advance Proficiency CMS (Content Management System)

- Joomla, WordPress, Drupal

E-Commerce Management System

- BigCommerce, Magento, OpenCart, VirtueMart, Hitachi

Proficiency in Search Engine Optimization (SEO)

- Meta Tags Strategies, Google Analytics 4, Google Tag Manager, SEMRush, Webmaster Tools and Social Marketing Campaigns

Proficiency in Google Ads and Google Merchandise (PPC and SEM)

- Google Ad and Shopping Campaigns

Proficiency in Webrotate 360

- Create, design and integrate 360 product views on product pages in BigCommerce or other platforms.

Responsive Mobile Design

- SCSS, CSS, Bootstrap

Standard Apple / Android App Development

- Ionics + Cordoba + PhoneGap Framework

Proficiency in Internet Business Promoter (IBP)

- Applications and Online Marketing

UX/UI design

Proficiency in Filezilla Pro

- FTP and SFTP file transfer

Video Production and Edition

- Adobe Premiere and Adobe After Effect

Photography

- Photo Portfolio - www.soraluz.com

Advanced Proficiency in Operation System

- Windows and MacOS

Computer Maintenance and Repair

Fully Bilingual, oral, and writing in Spanish (Native Speaker)

Developed and Designed Web Page Portfolio

SIFFRON – www.siffron.com

LA PLAZA SUPERMARKET – www.plazasupermarket.com

ASG EXPRESS – www.asg-express.com

RENT NOW CORPORATION – www.rentnowcorp.com

WAKOZ CREATIVE DESIGN – www.wakoz.com

Developed and Designed Android / Iphone App

ASG TORQUE CONVERTER – 5 Stars Reviews and 1550 Active Downloads