

Juan Felipe Jiménez Pacheco

Systems Engineer (Software Developer)

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📍 Colombia, Bogotá D.C



PROFESSIONAL EXPERIENCE

Geovictoria | Zoho CRM, HubSpot, Python, PowerBI, Azure, Scrum, SQL, Git, JavaScript, GTM

Digital Marketing Developer | October 2023 - March 2024 (6 Months) | Colombia, Bogotá : Hybrid

- **Improved Lead Conversion Rate:** Developed and deployed advanced analytics reports at Geovictoria, leading to a substantial increase in lead conversion rates to uncover pivotal insights, refining marketing strategies for enhanced conversion outcomes.
- **Marketing Operations:** Successfully integrated APIs and managed advertising campaigns across various platforms including LinkedInAds, MetaAds, and Funnelytics through Google Tag Manager.
- **Developed Scalable BI Solutions:** Improved and implementing scalable architectures using tools such as Visio, Python, and utilizing Azure components like Data Lake and Data Factory. Additionally, elevated data visualization using tools like Azure Storage Explorer, PowerBI, and Python, crafting interactive dashboards and detailed reports to enable clearer decision-making.
- **Adopted Agile Methodologies:** Implemented agile Scrum methodologies utilizing platforms like Notion, ClickUp, and Azure DevOps.

National University of Colombia (UNAL) | PHP, Typo3, JavaScript, MariaDB, Linux, HTML, CSS

Software Developer | March 2023 - August 2023 (6 Months) | Colombia, Bogotá : Onsite

- **Website Recovery and Security:** Recovered multiple cyberattack-affected websites, implemented server architecture in bastions to enhance server security. Strengthened Linux terminal skills and executed backups using Oracle Linux Server 8 and 9.
- **Website Template & Landing Page Enhancement:** Contributed to template renewal and landing page improvements for the university, adhering to national accessibility and usability standards. Utilized CMS Typo3, PHP, and MariaDB for compliant design.
- **Functional Problem Resolution & Web App Development:** Led a project to tackle functional issues across multiple university websites including actors, flows, and diagrams. Designed websites using Figma and drafted initial software proposals using Typo3 CMS (v12.4), PHP 8.1, and MariaDB.

IngenioApps SAS | PHP, Laravel, OAuth2, MySQL, Angular, HTML, Typescript, Tailwind CSS, Jqwidgets, Alpine.js, Jira, Linux

Software Developer | October 2021 - March 2023 (1 Year and 6 Months) | Colombia, Bogotá : Remote

- **Construction Budgets Web App:** Led creation of a PHP 8.0 and Laravel 9-based web application for construction budget calculation. Implemented Multi Tenancy to serve multiple users from one instance, along with OAuth2 authentication system using Passports, and efficient dependency management via Composer.
- **Database Logic and Management:** Developed database structure migrations, interaction logic encapsulated within established efficient data management models and processes. Used seeders for initial testing of databases and managed application logic over HTTP using drivers, dependency injection and middleware.
- **REST API Development:** Configured routes querying specific controller methods to establish a REST API, enhancing application functionality and accessibility. Utilized Xampp and Wampp in the development environment alongside MySQL database.
- **Frontend Development with Angular and Tailwind:** Utilized Angular 13, HTML, and Typescript 4.6 for frontend development, integrating Tailwind 3.1 and jqwidgets 14 for styles and widgets. Incorporated Alpine.js to enhance interactivity, creating components for user interface functionalities such as data customization, forums, comments, and posting systems.
- **Agile Methodology Adoption:** Adopted Scrum as an agile methodology, utilizing Jira for task and sprint management.

EDUCATION

National Pedagogical University | English Program | January 2024 - December 2024 | Colombia, Bogotá : Onsite

Konrad Lorenz University Foundation | System Engineer | January 2020 - December 2023 | Colombia, Bogotá : Onsite

I participated in research and workshops on Accessibility, Web Usability, and Data Analytics. I participated in programming competitions and I got honor mentions for my qualifications.

San Felipe Neri School | High School | January 2008 - December 2019 | Colombia, Bogotá : Onsite

TECHNICAL COMPETENCES

- **Backend Technologies:** PHP (Laravel), JavaScript (Node.js, Next.js), Java (SpringBoot), Python.
- **Frontend Technologies:** HTML, CSS, Bootstrap, Tailwind, Angular, React, Express.
- **Databases:**
 - **SQL:** MySQL, MariaDB, PostgreSQL, Microsoft SQL Server, Oracle.
 - **NoSQL:** MongoDB, Firebase.
- **Cloud Service Providers:** Google Cloud Platform (GCP), Azure.
- **CMS:** WordPress, Zoho, HubSpot, Typo3.
- **DevOps:** Git, NPM, Linux, Apache, Nginx, Heroku, Vercel, Jira, Trello.
- **Languages:** English B2 Conversational, French A1 Basic