

Gabriela Ferman Carral

Web Developer / Digital Solution Architect

Building accessible, user-centric digital solutions that exceed expectations.

Contact

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Competencies & Strengths

- **Developer:** Accessibility standards, code optimization, responsive design.
- **Professional:** Collaborative problem-solving, strategic digital consulting.
- **Approach:** User-centric design, innovative technology integration.

Technical Skills

- **Programming & Tools:** HTML, CSS, SCSS, PHP, JavaScript, Node.js, React, Typescript.
- **Frameworks:** Bootstrap, Tailwind, Tachyons.
- **Design & CMS:** Figma, Adobe Creative Suite, WordPress, Webflow, Wix.
- **E-commerce:** WooCommerce, Shopify and custom solutions.
- **Analytics:** Google Analytics, keyword research, SEO tools.

About Me

With over 15 years of experience, I specialize in crafting innovative and user-centric digital solutions. I believe that collaboration and diversity are key to transforming good solutions into excellent ones.

Professional Experience

Post Media Marketing — Web Developer

2023–2024 — United States and Mexico

- Boosted website performance scores to 80–99.
- Applied SEO strategies and handled email campaigns.
- Introduced advanced hosting and security solutions.

Web Developer Freelance

2015–2023 — United States and Mexico

- Delivered end-to-end web and design services.
- Applied SEO strategies for multiple industries.

Variable Agency — Partner

2017–2020 — United States and Mexico

- Led cross-functional web projects, delivering innovative digital solutions.
- Managed end-to-end project development.
- Collaborated with creative teams to execute complex initiatives.

Grupo Basica — Web Services

2017–2020 — Mexico

- Achieved 92–94 performance scores on company's websites.
- Reduced initial bounce rates to 30%.
- Increased selected target audience within 3 months using organic strategies.

- **Hosting & Optimization:**
cPanel, Cloudflare, hosting services.

Human Skills

- Patience.
- Ability to interpret client needs.
- Creative problem-solving.
- Adaptable to diverse project requirements.

Management Tools

- Slack
- Rock
- Click Up
- Trello
- Basecamp
- Asana

Languages

- Spanish: Native
- English: Professional proficiency

AgroSíntesis — Web Services

2015–2018 — Mexico

- Developed, and managed websites, resulting in improved performance scores.
- Handled email campaigns.
- Fixed spam and safety issues without compromising search rankings.

Eye Candy Mercadotecnia — Sr. Web Developer

2008–2015 — United States and Mexico

- Led web development projects across multiple industries.
- Managed and mentored interns, overseeing their contributions to web projects and fostering their skills.

Key Backend Projects

Tour Guide Schedule App: Developed API and tools for admin, integrating third-party booking services with JavaScript, Node.js and JSON.

HR System for Internal Communication: Created a PHP/MySQL-based platform.

Bakery eCommerce Solution: WooCommerce integrated solution with ACF Pro and REST API, allowing to generate daily production orders for a bakery.

Subscriber Database: Developed a platform to manage subscriptions and print labels for shipping.

Recent Websites

NOX - Paquetería y Mensajería: WordPress design and development with API integrations for package tracking and pricing. nox.com.mx

San Diego Painting Works: Custom WordPress website to improve lead conversion rates. sandiegopaintingworks.com

Post Media: Tailored design, development, and copywriting for an agency website. postmediamarketing.com

FRASA: Multilingual design and development, with content translation for a real estate developer website. www.frasa.com.mx