



12+ years of Experience | Author of 'Innova City' (2022), a book about a digital transformation framework based on my thesis, implemented across organizations and supported by an active private community



EFRÁINGB

Digital Business Growth Developer

Skills

- Proficient in creating & cultivating growth-focused client and partner relationships, helping specialized teams to provide sales, design, development, implementation, and support across various digital areas, as needed. Secured a US Grant and work in projects for organizations such as **Kohl's (American Retail Giant)**, Motiva Imagine of Establishment Labs (strategic contributions to a **Nasdaq**-listed Costa Rican company), the Costa Rican Judiciary, CENTI, CostaRica.org (over 30% sales increase in 4 months), Evicertia and EPA (regional corp, e-commerce)
- My skills include Web/mobile design, management (CMS), UX, development & SEO with Wordpress & Magento (Adobe Commerce), CSS3, Javascript, Bootstrap & PHP. Photoshop, Azure, sales, product ownership, Agile methodologies, copywriting and social management, along with leadership and training capabilities



Professional Experience

- Experience - Led tech roles in digital industry** - Position / Organizations / Periods / Details:
- Co-founder / Innova City / Present / A project that includes a social enterprise Edtech startup and CRDigital.org, an open source innovative community for collaboration, **Blockchain, data, IA**, etc
- Director of IT Services** / An agency now known as Kutwit / **Digital transformation services** for 6 years
- Vice-rector of Technology** / IRCU / 2019 – 2021 / **Spearheaded** digital initiatives, enhancing educational practices, online education, etc. **Directed digital transformation** research within various organizations
- Leadership Roles in Youth, Digital & Social Services** / Various Organizations / 2010 – Present / Also served as a **Professor & Speaker, guiding individuals to growth**
- Digital Team Lead** / Grupo SM (SM Group, in English) / 2014 – 2019 / **Managed software development and digital strategies**, significantly improving the User Experience (**UX**) of public client platforms
- Content Manager and Web Developer** / Troubleshoot and **optimized 300 US Websites** at Capilleira (2012 – 2013) and fostered digital growth through content management at DCC (2011) - Early Career Roles

Education

- Education - Strong foundation in IT - Continuous professional development:**
- MSc in '**Big Data & Business Intelligence**' and MSc in 'Project Management' / ENEB / Present
- MSc (2019) & BSc (2017) in Web Design & Development** / International Redeemed Christian University (IRCU)
- Certifications, technicians and courses in **Sales, Project Management**, Business Administration and Acceleration, **Negotiation, Leadership**, Digital Marketing, I.T., Design, Google Analytics for E-commerce, Digital Journalist (a complete school), PHP, CSS3, etc / Institutions as **UNA, CTP Calle Blancos, INCAE, ULACIT**, Udemy, BlessU, Platzi, Marketing 4 Ecommerce, IBITEC, UPI & CNC / 2011 – 2023



Author of 25+ articles - Scientific Technological Researcher affiliated with CONICIT



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Native Spanish, Professional English

