

# KENDALL MENDOZA

Writer, Technical Marketing & Web Development Specialist

Remote | Colombia

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## SUMMARY

Technical Marketing and Web/Software Development Specialist with 7+ years of experience working across SEO systems, web content architecture, analytics, automation, and data-driven marketing. Strong background collaborating with developers, designers, and data teams to build scalable digital solutions that drive organic growth, performance optimization, and user acquisition. Process-driven, analytical, and bilingual professional.

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## SKILLS

SEO & Content Architecture  
CMS Management (WordPress, Wix)  
HTML, CSS, JavaScript (working knowledge)  
Email & Marketing Automation  
Analytics & KPI Tracking  
Figma  
Data Analysis & Research  
Git & Version Control  
ABAP  
Conversion-Focused Copywriting

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## PROFESSIONAL EXPERIENCE

### Fence & Deck Marketers

Senior Content Manager | Technical Content Strategist  
May 2023 – Present

- Built SEO-driven content systems that increased organic traffic by 30 percent.
- Optimized large content libraries, improving keyword rankings by 40 percent.

- Designed scalable editorial workflows integrating keyword mapping, analytics, and performance tracking.
  - Collaborated with developers and designers to align content structure with technical constraints and performance goals.
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## **Ritchie Law Office, Ltd.**

Marketing Coordinator

Sept 2022 – Feb 2023

- Managed and optimized website content using Wix with SEO-aligned structure.
  - Implemented email marketing automation and user journeys in Mailchimp.
  - Supported content workflows across social media platforms and video publishing pipelines.
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## **Veeva Systems Inc.**

Data Curation & Research Analyst

Jan 2022 – Aug 2022

- Curated and validated structured healthcare data from multiple sources.
  - Performed advanced research and data quality analysis to ensure accuracy and completeness of datasets.
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## **HTPLAW – Intellectual Property Law**

Marketing Coordinator | Translator

June 2021 – May 2022

- Produced SEO-focused web content related to intellectual property law.
  - Managed digital media systems and supported content distribution strategies.
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## **Franco Law Firm – Immigration & Family Law**

Marketing Coordinator | Translator | Content Writer

Jan 2020 – Nov 2021

- Increased digital engagement by 80 percent through content strategy and campaign execution.
- Translated legal documentation for USCIS with high accuracy and compliance.

- Supported web content organization, lead generation workflows, and digital marketing campaigns.
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## **Jabez Publishing, Ltd. – Amazon Editorial**

Translator | Proofreader | Digital Content Manager  
May 2017 – Dec 2020

- Managed large editorial projects involving structured content, version control, and quality assurance.
  - Optimized editorial workflows, reducing turnaround time by 30 percent.
  - Supported digital marketing assets contributing to a 25 percent increase in sales.
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## **EDUCATION & TRAINING**

B.A. in Modern Languages – UM  
EOS (Course)  
Google Ads  
Data Analysis

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## **LANGUAGES**

**Spanish:** Native  
**English:** Fluent

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