



Luis Munoz

AEM Web Content Developer

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Work Experience

Senior AEM Web Content Developer 2021 - Present

CRITICAL MASS | Costa Rica

Within my role, I oversee the development of web content utilizing AEM, encompassing version control and the deployment of content, assets, SEO, and legal disclaimers. Additionally, I utilize Jira for ticket management and lead implementations for a prominent Fortune 500 company.

Web Developer 2017 - 2019

MUSATEC | Costa Rica

Responsible for crafting the new version of the website, along with implementing Google Analytics and performing daily updates.

Web Content Developer 2014 - 2016

HANGAR WORLDWIDE | Costa Rica

My responsibility involved developing content using TeamSite for a large financial organization, covering version control and content, asset, SEO, and legal disclaimer implementation. Additionally, I used Jira for ticket management.

Creative Engineer 2013 - 2014

PRODIGIOUS | Costa Rica

I was part of the digital marketing team, where I played a key role in managing multiple accounts and clients from various parts of the world. My main responsibility was to coordinate marketing and communication strategies, as well as to ensure efficient and effective execution of online campaigns.

Senior HTML Coder 2011 - 2013

EXPERIAN | Costa Rica

I was in charge of creating, updating, and implementing emails for email marketing. We worked with 10 large and renowned companies from the United States.

Other Skills

Softskills

- Effective communication skills
- Teamwork
- Leadership
- Conflict resolution
- Strong analytical and problem-solving skills

Languages

English: B2
Spanish: Native

Contacts

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About Me

In my daily work, I create, edit, deactivate, and **publish** web content in AEM (Adobe Experience Manager). As a DAM (Digital Asset Manager) user, I am responsible for **managing content** in the global branches. I oversee daily content management operations, providing support and **maintenance** for product launches, special events, MKS (Marketing Science and SEO (Search Engine optimization)). My primary focus is ensuring the **quality of deliverables** for our clients, ensuring that each piece of content meets established standards.

Education

Adobe League
UCreativa
Codecademy
Tecnológico de Monterrey
IBM Cognitive Class
Universidad Latina
West College High School

Skills

- HTML/CSS/JS
- AEM/TeamSite/WordPress
- Jira/AirTable/Confluence
- Figma/Photoshop
- Microsoft Office Suite
- Troubleshooting / Problem solving