Santiago Calabró

Web Developer & Graphic Designer

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PROFILE

Designer and developer specializing in high-performing websites and digital assets that support real business goals. Expert in WordPress and Elementor, building complete sites, landing pages, and digital pieces with a strong focus on usability, performance, and conversion. Experienced across projects ranging from full website builds and performance optimization to email design, ad creatives, and front-end development — helping businesses improve their online presence and generate measurable results.

EXPERIENCE

Websites Specialist & Team Leader — NoLimit Creatives

February 2024 – March 2026

- Led website development and delivery for multiple clients simultaneously.
- Oversaw quality, performance, and on-time execution across projects.
- Coordinated team workflows and mentored junior developers.

Senior Software Developer — Accenture

March 2024 – July 2024

Short-term project contributing to front-end development within an enterprise environment.

Full Stack Developer — Hogarth Argentina

December 2023 – January 2024

- Led complete layout of a social network built with ReactJS, Tailwind, and Figma.
- Provided direct client communication and assisted team members throughout.
- Delivered under very tight deadlines with high agility and quick onboarding to existing codebase.

Banner Developer — Hogarth Argentina

October 2023 – March 2024

- Researched and developed a versioning platform for animated banners using JavaScript-based synchronized templates.
- Reorganized the production workflow and prepared onboarding documentation.
- Work directly contributed to opening new client accounts.

Websites Migration Specialist — Hogarth Argentina — Coca-Cola Project

May 2023 – November 2023

- Migrated 90+ Coca-Cola Company websites globally from coded sites to Adobe Experience Manager (AEM).
- Managed layout, content, and Content Matrix development within AEM.
- Collaborated with Project Managers across multiple countries in a high-precision, fast-paced environment.

Freelance Designer & Developer — Independent

February 2022 – Present

- Branding, identity, and visual design for clients across industries.
- Design of print materials: brochures, banners, editorial, and advertising pieces.
- Design of digital assets: newsletters, social media creatives, and ad pieces.
- Website development using WordPress (Elementor), Wix, Shopify, and custom code.
- WordPress optimization: performance, SEO, Core Web Vitals, analytics (GA4, GTM, Meta Pixel).
- Basic video editing for digital campaigns.

SKILLS

Web Development	WordPress, Elementor, HTML5, CSS3, JavaScript, ReactJS, ExpressJS, Tailwind, Duda
Web Specialties	Web Design, Landing Pages, Responsive Design, Performance Optimization, CRO, Lead Generation
SEO & Analytics	SEO, Google Analytics 4, Google Tag Manager, Meta Pixel, Core Web Vitals, Schema Markup
Design & UI/UX	Figma, UI/UX Prototyping, Graphic Design, Email Design, Adobe Creative Suite
CMS & Platforms	WordPress, Wix, Shopify, Adobe Experience Manager (AEM)
Other	Website Maintenance, Web Hosting, Basic Video Editing

LANGUAGES

Spanish	Native
English	Professional working proficiency — conversational fluency in spoken and written communication

EDUCATION

Full Stack Web Developer — Soy Henry Academy
March 2022 – February 2023

Graphic Designer — Universidad Nacional de La Plata
March 2015 – July 2021