




DAVID RODRÍGUEZ DE SOUZA

Web Developer | Web Designer | Digital Marketing

 Lima, Peru

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 Nacionalidad: peruana

PROFILE

Digital solutions professional with experience in web development, digital marketing, and multimedia content creation. I design and implement websites, digital strategies, and audiovisual content focused on improving online presence and generating results. A hybrid profile with both technical and creative skills, geared towards comprehensive digital projects.

EDUCATION

Advertising Graphic Design
Computron Higher
Technological Institute

2013-2017

**Remotely Piloted Aircraft
Operator (RPAS)**

Century Flight Academy

2021

KEY SKILLS

- Advertising Graphic Design
- Computron Higher Technological Institute
- Remotely Piloted Aircraft Operator (RPAS)
- Century Flight Academy
- KEY SKILLS
- Web development: HTML5, CSS3, PHP, WordPress
- Web design and UX/UI
- SEO and digital marketing
- Content management and social media
- Adobe Photoshop, Illustrator, Premiere Pro
- Integration of websites with business strategies



WORK EXPERIENCE

JAN 2025

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OCT 2025

Aero Himalaya

Instructor / Digital Content Creation

- Design of digital materials and audiovisual content for training
- Use of digital tools for teaching and presentations
- Training users in technological environments

FEB 2025

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SEP 2025

Municipality of Miraflores

Drone Operator – Public Safety

- Drone operation in urban environments for monitoring and security
- Coordination with operational teams and field management

MAR 2024

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JUL 2024

High Risk Operations – Perú

Web Development – Community Manager

- Website development and maintenance
- Social media management
- Digital content production – Audiovisual

CERTIFICATIONS

- Web Development: HTML5, CSS3, JS, PHP, and MySQL (2020)
- Digital Marketing (2020)
- Web Design Technician (2013)
- Digital Graphic Design (2013)
- Video Editing and Post-production (2022)
- RPAS License – DGAC Peru and drone operation training

SKILLS

Native language

- Spanish

Other languages

- Portuguese: Intermediate – Advanced
- English: Basic – Intermediate
- Italian: Beginner

DIGITAL SKILLS

Web Development and Marketing

- WordPress, HTML, CSS, PHP
- SEO, digital marketing, and content management
- Conversion-oriented web optimization

Design and Digital Content

- Adobe Photoshop, Illustrator, Premiere Pro
- Audiovisual content production and editing

Additional Technologies

- RPAS drone operation
- Aerial photography and videography
- Applied photogrammetry (basic level)

Social and Organizational Skills

- Effective communication and teamwork in multidisciplinary environments
- Organization and management of digital projects
- Proactivity and continuous learning in technology
- Adaptability to different environments and digital tools

Additional Activities

- Martial arts: Krav Maga and Kickboxing (discipline, self-control, and focus)
- Team sport: soccer (teamwork and collaboration)

NOV 2023

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MAY 2024

Youshua Expeditions

Digital Development and Strategy Specialist

- Full web development for the brand
- Implementation of commercial digital strategy
- Optimization of online presence and customer acquisition
- Training in customer service and use of digital tools
- Production of advertising and corporate videos

2021

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PRESENT

Freelance

Web Development and Digital Marketing Specialist (Freelance)

- Development of websites and landing pages in WordPress
- SEO optimization and conversion-oriented web structure
- Management of digital campaigns and social media
- Graphic design and audiovisual content for brands

FEB 2020

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JUL 2020

Huayruro Tours Lagunas

Digital Marketing and Web Development Consultant

- Development of website and online store
- Implementation of a digital marketing plan
- Management of social media and advertising campaigns
- Creation of graphic content and production of advertising videos

FEB 2019

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PRESENT

Amazonía Perú

IT Manager / Web Development / Digital Marketing

- Development and maintenance of websites
- Management of institutional digital marketing
- Production of digital/audiovisual/documentary content
- Technical support and digital strategy

JUN 2016

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JUL 2016

Fusión Comunicaciones

Advertising Graphic Design

Graphic Designer – Design of graphic pieces for digital communication for the 2016 presidential campaign

FEB 2013

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MAR 2018

Domain Producciones

Web Development / Audiovisual Production

Assistant director and audiovisual production, web development, editing, Community Manager, and photography

MAR 2006

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MAY 2008

Carrusell Amazon Adventure

Web Development / Graphic Design

- Development and updating of corporate website
- Design of graphic pieces for digital and corporate communication



REFERENCES

References available upon request