Rafael Bueno

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Work Experience

Independent Contractor **10/2024 - Present**

Digital Marketing Consultant *Remote*

- Develop **marketing strategies, content calendars, ad copy, and creative** aligned with business goals across multiple industries.
- Build **websites, landing pages, and acquisition funnels** focused on lead generation, brand positioning, and customer acquisition.

Enoch Marketing **01/2025 - 10/2026**

Marketing & Software Development *Remote*

- Develop **gym software and product interfaces** with React and Next.js, including payment recovery, retention workflows, and reporting dashboards.
- Created **marketing strategies, ad copy, websites, and acquisition funnels**; implemented MailerLite lead capture, email follow-up, and Meta Pixel/GA4 tracking.

HIKINEX **01/2024 - 01/2025**

Sales Development Representative *San Francisco, CA*

- Supported **sales development and prospecting** to identify potential customers and create new-business opportunities.

Projects

Happy Portuguese | *Website* **|** *Source Code* **React | Vite | Tailwind CSS**

- Designed and developed a **responsive language-learning website**, connecting course discovery, free resources, student stories, and class invitations through a consistent visual system.

NEET Design Group | *Website* **JavaScript | Sanity | GROQ**

- Designed and built a **photography-led interior design website**, presenting project galleries, studio services, and the design process; used Sanity and GROQ for content management and retrieval.

Neighborwood | *App* **React | Motion | MailerLite**

- Building a **neighborhood bartering app** for exchanging goods, services, and skills; designed its brand and product direction and developed a React launch website with Motion interactions and a MailerLite waitlist.

Technical & Marketing Skills

Development: JavaScript, HTML, CSS, React, Next.js, Vite, Tailwind CSS, Motion

Marketing: Meta Ads, Google Ads, social media, content strategy, acquisition funnels, email automation

Design & Creative: Brand identity, UX/UI, responsive design, creative direction, interactive prototyping

Tools & Analytics: GA4, Meta Pixel, MailerLite, GitHub, Vercel, Figma, Claude Code, Codex, VS Code, Supabase

Languages: English, Portuguese, Italian

Certifications

Google: Generative AI for Digital Marketers - 01/2026

Anthropic: Prompt Engineering for Claude - 04/2026

UC Irvine: Fundamentals of Management - 12/2023

Education

California State University, Northridge *2021 - 2023*

Bachelor's Degree in Business Marketing

Santa Monica College *2019 - 2021*

Associate Degree in Business Administration