



# Nicolás Herrera Barreto

**Email address:** [hello@niheba.com](mailto:hello@niheba.com) | **Website:** [www.niheba.com](http://www.niheba.com) | **LinkedIn:** [www.linkedin.com/in/niheba](https://www.linkedin.com/in/niheba) | **Whatsapp Messenger:** [wa.me/573143661350](https://wa.me/573143661350)

## ABOUT ME

Passionate about programming and creating digital businesses that revolutionize the world.

## EDUCATION AND TRAINING

20/01/2025 – 22/02/2025 Villavicencio, Colombia

**COMPLETE PYTHON BOOTCAMP: FROM ZERO TO HERO** Udemy Certification

Website [udemy.com](https://www.udemy.com) | Level in EQF EQF level 4

01/06/2024 – 26/12/2024 Villavicencio, Colombia

**SELF-TAUGHT WORDPRESS CMS & E-COMMERCE DEVELOPMENT** Self-taught via YouTube and online resources

Website <https://niheba.com/contact#e-commerce> | Level in EQF EQF level 4

01/02/2020 – CURRENT Villavicencio, Colombia

**SELF-TAUGHT WEB DEVELOPMENT TRAINING** Self-taught via YouTube and online resources

Website <https://niheba.com/contact> | Level in EQF EQF level 4

01/02/2018 – 22/06/2024 Villavicencio, Colombia

**ENGLISH PROFICIENCY CERTIFICATE (C1 LEVEL)** Centro de Idiomas, Universidad de los Llanos

Website <https://www.unillanos.edu.co> | Level in EQF EQF level 5

01/01/2025 – CURRENT

**EXPERIENCED IN USING APIS SUCH AS OPENAI, MANYCHAT, AND OTHER THIRD-PARTY LIBRARIES TO AUTOMATE TASKS.**

## WORK EXPERIENCE

### NIHEBA.COM MY FREELANCER PORTFOLIO – NIHEBA.COM

- **Designed, developed, and maintain my personal portfolio website** showcasing expertise in **web development, marketing, and automation.**
- **Created and optimized WordPress websites**, including **high-speed performance improvements** and **custom e-commerce / dropshipping stores.**
- **Developed fully automated chatbots** for businesses using **AI tools and APIs** (ChatGPT, ManyChat, and others).
- **Managed and optimized Meta Ads campaigns** (Facebook & Instagram), generating qualified leads and positive ROI for clients.
- **Produced successful advertising content** for various platforms, including landing pages and high-impact visuals.
- **Applied and created marketing strategies** to attract higher-quality clients and improve business performance.
- **Demonstrated UX/UI design skills**, delivering professional and visually appealing user experiences.

Portfolio link: [www.niheba.com](http://www.niheba.com).

**ADS MANAGING ON META ADS FOR A LOCAL COMPANY – VIDRIOS Y ESPEJOS HN23** – 17/03/2025 – 06/08/2025 – VILLAVICENCIO, COLOMBIA

- **Managed and optimized Meta Ads campaigns (Facebook & Instagram)** for a local glass and mirror company, achieving consistent **positive results and lead generation**.
- **Created successful digital content** for advertising campaigns, boosting engagement and brand visibility.
- **Developed and applied effective marketing strategies**, tailored to local market needs and focused on attracting qualified leads.
- **Implemented advertising plans that improved ROI** and increased customer inquiries.

## WEB DEVELOPER – ABC INGENIERIA Y REPRESENTACIONES S.A.S. – 14/12/2024 – 24/01/2025 – CALI, COLOMBIA

**Business or Sector:** Manufacturing | **Department:** Marketing Area | **Email:** [abc-marketing@abcingenieria.com](mailto:abc-marketing@abcingenieria.com) | **Website:** [abcingenieria.com](http://abcingenieria.com)

I was approached by a marketing manager at ABC Ingeniería through a mutual connection who recommended my web development services. After presenting my portfolio at [niheba.com/contact](http://niheba.com/contact), the company was impressed and decided to collaborate with me to address their needs for website redesign and optimization. The primary objectives were:

1. **Redesigning the website:** Enhancing the outdated design to improve the user experience (UX) and user interface (UI). A modern layout was conceptualized using Figma.
2. **Creating an English version:** Developing a bilingual website to target American audiences, particularly for a U.S.-based partner company.

The steps involved in the project included:

### Web Design

- Revamped the existing website design with a focus on modern aesthetics and usability, ensuring a seamless user journey.
- Delivered a wireframe and prototype through Figma to align with the client's vision.

### WordPress Development

- Adapted to the client's existing WordPress setup while implementing customized solutions, including:
  - Updating WordPress plugins and themes to ensure compatibility and security.
  - Enhancing the website's hosting performance for faster load times.
  - Strengthening website security by integrating a robust CDN (Cloudflare).

### Web Development

- Developed and customized both the frontend and backend using a combination of:
  - **HTML, CSS, JavaScript, and PHP snippets.**
  - The **Stackable Plugin** for flexible block-based design.
  - **Bootstrap 5** for responsive and mobile-friendly layouts.
- Implemented key functionalities:
  - **Website analytics** using Microsoft Clarity and Facebook Pixel to track user interactions.
  - Configured Facebook and Google advertising services, including registering the website with Google Search Console.
  - Added user-friendly forms and interactive polls to engage visitors.

### Web Maintenance

- Achieved a Google PageSpeed score of 85+ through optimization techniques.
- Integrated advanced security measures using Cloudflare for CDN and threat mitigation.
- Provided ongoing support and maintenance to ensure long-term functionality and reliability.

This project demonstrated my ability to collaborate with clients, leverage modern web technologies, and deliver high-quality results tailored to business needs.

## WEB DEVELOPER & SOCIAL MEDIA ADVERTISING MANAGER – EXTINTORES Y ORTOPÉDICOS EXTINSEG SAS –

13/01/2025 – Current – VILLAVICENCIO, COLOMBIA

**Business or Sector:** Public administration and defence; compulsory social security | **Department:** CEO | **Email:** [contacto@extintoresyortopedicos.com](mailto:contacto@extintoresyortopedicos.com) | **Website:** [www.extintoresyortopedicos.com](http://www.extintoresyortopedicos.com)

The team at **EXTINTORES Y ORTOPÉDICOS EXTINSEG SAS** approached me with the goal of creating a digital platform to promote and sell their orthopedic products and fire extinguishers. They envisioned a user-friendly website that would serve as the core of their online business, complemented by professionally managed advertising campaigns on Facebook to maximize customer engagement and sales.

The project's main objectives were:

1. **Developing a professional and functional e-commerce platform** to showcase their product catalog and streamline customer inquiries.
2. **Managing advertising strategies** to deliver measurable results and increase product sales through Facebook and other digital marketing tools.

The process involved the following steps:

### Web Design

- Designed a modern and responsive interface to provide an optimal user experience (UX) and seamless navigation across devices.

- Created mockups and prototypes in Figma to ensure the design aligned with the client's brand identity and vision.
- Conducted a **website rebranding** to refresh the company's online image and make it more appealing to their target audience.

### WordPress Development

- Built the website using WordPress, integrating customized features to meet their business needs.
- Updated plugins and themes to maintain a stable, secure, and high-performing platform.
- Optimized hosting configurations to enhance website speed and reliability.

### Web Development

- Developed the frontend and backend of the website using HTML, CSS, JavaScript, and PHP.
- Used frameworks like Bootstrap 5 to ensure the site was fully responsive and accessible on all devices.
- Implemented key functionalities, including:
  - **Optimized product pages** to showcase their inventory in an organized and visually appealing manner.
  - **Interactive forms** that allow customers to request quotes or detailed information about specific products.

### Digital Marketing and Advertising Management

- Set up and managed **Facebook Business Manager**, integrating Facebook Pixel to track user behavior and improve ad performance.
- Designed and launched **targeted ad campaigns** to promote specific products, reaching well-defined demographics based on their marketing objectives.
- Monitored and optimized advertising performance metrics, such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS), to ensure consistent growth in sales.
- Provided **data-driven insights and reports** to the client, showcasing the positive results achieved through advertising efforts.
- Registered the website on Google Search Console to boost search engine visibility and enhance SEO.

### Ongoing Website and Marketing Maintenance

- Continuously monitored and updated the website to ensure functionality, security, and alignment with the client's evolving needs.
- Managed their **advertising budget and campaign strategies**, maintaining a strong focus on maximizing profitability and scaling their sales efforts.

Through this project, I was able to deliver a comprehensive solution that not only provided the client with an effective e-commerce platform but also ensured measurable results through advertising and marketing strategies. This collaboration highlighted my ability to integrate web development expertise with digital marketing management to support business growth and success.

## LANGUAGE SKILLS

Mother tongue(s): **SPANISH**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | B2            | B1      | B1                | B1                 | B2      |

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

## SKILLS

### Web development

Web Designer | Web Development : HTML / CSS / Bootstrap / Javascript / PHP | Figma | HTML, CMS (Wordpress), Javascript

### Marketing & advertising

Social media manager | Media Content Creator | TikTok ADS Manager | Meta ADS Manager | E-Marketing & E-Commerce

### Programming

Python Language - Basic knowledge

## ● PROJECTS

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07/12/2024 – CURRENT

### ComptonStar.com.co - Online store to sell high-quality streetwear apparel

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#### Description:

- Created **ComptonStar.com.co**, an online store focused on selling high-quality streetwear apparel, including both original designs and replicas of popular brands.
- Developed a user-friendly platform with a strong emphasis on style, attitude, and high-end presentation of products.
- Handled all aspects of the e-commerce business, from sourcing suppliers to managing customer service, ensuring a smooth shopping experience.
- Leveraged social media platforms and thinking in influencer collaborations to build brand awareness and attract a target audience interested in urban fashion.
- Optimized product listings with detailed descriptions, professional images, and accurate sizing information to enhance customer satisfaction.

#### Key Achievements:

- Built a unique online store that resonated with a streetwear-focused audience, generating significant interest and sales.
- Successfully curated a product catalog that aligns with the brand's vision and market trends.
- Grew the brand's social media presence, resulting in increased engagement and sales.

Link <https://comptonstar.com.co>

01/01/2025 – CURRENT

### XDropia.com - A digital platform providing essential tools for Dropshippers and E-commerce owners

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#### Description:

- Developed and launched XDropia.com, a platform offering essential digital tools to help dropshippers and e-commerce entrepreneurs optimize their businesses.
- Designed **XTools**, a subscription-based suite providing access to powerful resources for creative design, competitor analysis, and product research.
- Integrated **AI-driven solutions** using ChatGPT API and other advanced technologies to enhance automation and decision-making.
- Developed a **smart accounting tool**, enabling e-commerce businesses to efficiently manage finances and track profitability.
- Built a **high-converting landing page service**, allowing users to test products effectively before scaling their businesses.
- Implemented a user-friendly interface and seamless subscription model to maximize accessibility and customer retention.

#### Key Achievements:

- Successfully launched and positioned XDropia.com as a go-to platform for e-commerce tools and automation.
- Attracted early adopters and established strategic partnerships with key API providers and digital service providers.
- Increased user engagement through innovative AI-powered tools and a data-driven approach to e-commerce growth.

Link <https://xdropia.com>

24/08/2024 – 26/12/2024

### ConsigueloAhora.com - Online store to sell Dropshipping products

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#### Description:

- Conceptualized and launched **ConsigueloAhora.com**, an online store specializing in dropshipping products.
- Managed the integration of suppliers and product catalog to ensure a diverse and competitive offering for customers.
- Focused on creating an intuitive user experience with a seamless checkout process, incorporating various payment gateways and optimized shipping solutions.
- Designed and implemented digital marketing strategies, including SEO, social media promotion, and email campaigns, to increase customer acquisition and retention.
- Monitored sales data, customer feedback, and inventory levels to ensure a sustainable and profitable business model.

#### Key Achievements:

- Successfully launched the e-commerce site, attracting a steady flow of customers and generating consistent sales.

- Established a reliable dropshipping supply chain with suppliers from diverse markets.
- Increased online visibility and traffic through well-executed digital marketing campaigns.

Link <https://consigueloahora.com>

## ● **MANAGEMENT AND LEADERSHIP SKILLS**

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### **Business Leader – Family-Owned Ghost Kitchen (Hamburger Delivery Service)**

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#### **Description:**

- Conceptualized and developed a business plan for a ghost kitchen specializing in hamburgers, focusing on delivery services as the primary sales channel.
- Directed a family-operated team, assigning roles and responsibilities to ensure smooth business operations and optimal productivity.
- Oversaw the daily management of the kitchen, including procurement, order fulfillment, and quality assurance of products delivered to customers.
- Created digital content for social media platforms to attract customers organically and manage paid advertising campaigns to boost visibility and sales.
- Implemented marketing strategies, including social media promotions and customer engagement campaigns, to increase brand recognition and sales.
- Managed the financial aspects of the business, including budgeting, pricing strategies, and profit analysis to ensure sustainability and growth.
- Fostered a collaborative and goal-oriented environment, motivating team members and addressing challenges effectively to improve performance.

#### **Key Achievements:**

- Successfully launched and managed the business, generating consistent revenue growth.
- Built a strong customer base through excellent service, quality products, and effective digital marketing strategies.
- Streamlined operations, resulting in improved efficiency, customer satisfaction, and brand awareness.

Link <https://www.instagram.com/the.factory.villavo/>