

Brian David Garcia Manzanarez

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WORK EXPERIENCE

Sinch

May. 2024 - Jan. 2025

Full Stack developer

Mexico City

- Sinch is a company specializing in AI-powered chatbot marketing campaigns, designed to enhance client engagement, customer interaction, and brand visibility across multiple channels. Operating in the US, Mexico, and Brazil, Inch helps businesses improve their reach and customer experience through innovative marketing solutions ([sinch.com](#)).
- Led the design, development, and optimization of marketing campaigns for PepsiCo, focusing on product launches, new brand branches, and seasonal promotions.
- Built and maintained AI-powered chatbots that engaged hundreds of thousands of users daily, facilitating prize claims, answering inquiries, and driving customer interaction.
- Managed high-profile campaigns for major events such as the Champions League, Super Bowl, and other large-scale promotional initiatives.

Enkontrol

Apr. 2023 – May. 2024

Full Stack developer

Monterrey City

- Enkontrol offers specialized ERP for construction companies, managing housing, construction, and real estate projects in Mexico ([enkontrol.com](#)).
- I contributed to the creation of a new module called 'EkConnect,' powered by AI. This module manages connectivity between the ERP system and potential leads from various social media platforms (FB, IG, WA, etc.).
 - **Key Result:** The client successfully integrated AI into their business, which significantly boosted growth and efficiency. AI enabled effective segmentation of around 1,000 customers, leading to more than 150 sales transactions. This streamlined process not only saved hundreds of hours but also expanded their reach, ultimately driving increased customer engagement and business success.
- I was responsible for implementing various tools to develop a chatbot within EkConnect. This chatbot interacted with clients' customers, providing relevant and personalized information about real estate.
- I developed functionality for the chatbot to analyze customer intent to buy based on message content. Using an AI model for sentiment analysis, I fine-tuned it to respond effectively to positive messages regarding the property

Telepro

Mar. 2021 – Apr. 2023

Full Stack developer | Sep., 2022 – Apr., 2023

Mexico City

- Telepro offers IT solutions for credit, leasing, and intelligent management of digital financial documents. ([telepro.com.mx](#))
- I was promoted to the BBVA team to implement new features, including a platform for users to upload information on potential customers for background checks and document analysis. This system assessed eligibility for various credit options and determined suitable amounts / As a result, the customer was highly satisfied and sought to expand the platform's functionality.

Front End developer | Mar., 2021 – Sep., 2022

Mexico City

- Creating dynamic forms for credit applications and lease agreements.
- Designing a document management system where users can upload, view, or manage financial documents.

EDUCATION

Instituto Politécnico Nacional

2020

B.S., Petroleum Engineering

Mexico City, Mexico

Simon Fraser University

2018 (6 months)

English Language and Culture Program

Vancouver, Canada

SKILLS & INTERESTS

- **Skills :** Html; JavaScript; TypeScript; C#; CSS; React; Vue; Nest; Next; SQL; GIT; Communication; Team Work; Adaptability; Creativity; Continuous Learning