

LEONOR • JIMENEZ

Contact

651- 231 -8098

leonor@leonorjimenez.com

www.leonorjimenez.com

LinkedIn

Skills

Design Tools

Adobe Illustrator, Photoshop, InDesign, Figma, Procreate, Canva, Vista Studio

Web & CMS

WordPress, Elementor Pro, Wix, HTML/CSS, GitHub

SEO & Marketing

RankMath SEO, Google Analytics, Social Media Management, Content Strategy

Video & Social

Inshot, CapCut, Instagram, Facebook Business

Personal Skills

- Bilingual: English & Spanish
- Client communication & relationship management
- Curriculum & content development
- Data-driven decision making
- Highly adaptable and self-directed

Leonor Jimenez-Ethier

FRONT-END WEB DEVELOPMENT

Summary

Bilingual creative professional with 2+ years of front-end web development experience, 5+ years in graphic design, 5+ years in marketing and advertising, and 20+ years in education. Holds an A.A.S. in Front-End Web Development from Minneapolis Community & Technical College, combining technical skills with deep expertise in brand identity, SEO strategy, and strategic communication to build engaging digital experiences for entrepreneurs and small businesses. Winner of the 2024 Minnesota Department of Health postcard initiative competition.

Experience

Owner & Web Designer / Graphic Designer

Aug 2019 – Present

Leonor Jimenez Design Studio · St. Paul, MN

- Design websites, brand identities, and illustration packages for entrepreneurs and small businesses in the Twin Cities and internationally.
- Grew Instagram to 10,000+ followers (66.9%+ engagement); Etsy store scaled to 200+ digital products with consistent YOY growth.
- Winner, 2024 Minnesota Department of Health postcard design competition.

K-5 Teacher

Aug 2008 – Present

St. Paul Public Schools · St. Paul, MN

- 20+ years teaching K-5th grade and technology; designed curriculum for 600+ students, achieving a 40% increase in performance.

Front-End Web Developer & Web Designer

2024 – Present

Freelance · St. Paul, MN

- Built responsive, SEO-optimized client websites using HTML/CSS, WordPress/Elementor Pro, and Wix.
- Implemented local SEO strategies (schema, meta tags, RankMath) targeting the Twin Cities market.
- Designed UI/UX mockups in Figma for SAS, an internal school staff communication app concept.

Education

A.A.S. in Web Design and Front-End Development, Expected August 2026

Minneapolis Community & Technical College, Minneapolis, MN

Master of Arts in Teaching

Hamline University, St. Paul, MN

Bachelor of Arts in Leadership & Administration

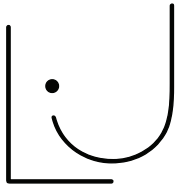
Hamline University, St. Paul, MN

A.S. in Advertising

Antonio José de Sucre National Experimental Polytechnic University, Mérida, Venezuela

A.S. in Administration – Marketing Specialization

Antonio José de Sucre National Experimental Polytechnic University, Mérida, Venezuela



LEONOR • JIMENEZ

Contact

- 651- 231 -8098
- leonor@leonorjimenez.com
- www.leonorjimenez.com
- LinkedIn

Skills

Design Tools

Adobe Illustrator, Photoshop, InDesign, Figma, Procreate, Canva, Vista Studio

Web & CMS

WordPress, Elementor Pro, Wix, HTML/CSS, GitHub

SEO & Marketing

RankMath SEO, Google Analytics, Social Media Management, Content Strategy

Video & Social

Inshot, CapCut, Instagram, Facebook Business

Personal Skills

- Bilingual: English & Spanish
- Client communication & relationship management
- Curriculum & content development
- Data-driven decision making
- Highly adaptable and self-directed

Leonor Jimenez-Ethier

FRONT-END WEB DEVELOPMENT

Summary

Bilingual creative professional with 2+ years of front-end web development experience, 5+ years in graphic design, 5+ years in marketing and advertising, and 20+ years in education. Holds an A.A.S. in Front-End Web Development from Minneapolis Community & Technical College, combining technical skills with deep expertise in brand identity, SEO strategy, and strategic communication to build engaging digital experiences for entrepreneurs and small businesses. Winner of the 2024 Minnesota Department of Health postcard initiative competition.

Experience

Owner & Web Designer / Graphic Designer Aug 2019 – Present
Leonor Jimenez Design Studio · St. Paul, MN

- Design websites, brand identities, and illustration packages for entrepreneurs and small businesses in the Twin Cities and internationally.
- Grew Instagram to 10,000+ followers (66.9%+ engagement); Etsy store scaled to 200+ digital products with consistent YOY growth.
- Winner, 2024 Minnesota Department of Health postcard design competition.

K-5 Teacher Aug 2008 – Present
St. Paul Public Schools · St. Paul, MN

- 20+ years teaching K-5th grade and technology; designed curriculum for 600+ students, achieving a 40% increase in performance.

Front-End Web Developer & Web Designer 2024 – Present
Freelance · St. Paul, MN

- Built responsive, SEO-optimized client websites using HTML/CSS, WordPress/Elementor Pro, and Wix.
- Implemented local SEO strategies (schema, meta tags, RankMath) targeting the Twin Cities market.
- Designed UI/UX mockups in Figma for SAS, an internal school staff communication app concept.

Education

A.A.S. in Web Design and Front-End Development, Expected August 2026
Minneapolis Community & Technical College, Minneapolis, MN

Master of Arts in Teaching
Hamline University, St. Paul, MN

Bachelor of Arts in Leadership & Administration
Hamline University, St. Paul, MN

A.S. in Advertising
Antonio José de Sucre National Experimental Polytechnic University, Mérida, Venezuela

A.S. in Administration – Marketing Specialization
Antonio José de Sucre National Experimental Polytechnic University, Mérida, Venezuela