

Sm Sandra Márquez

Employer Branding for Tech Companies

Strategic Talent-Brand Consulting & Tech
Experiences

The system that makes senior software talent in LATAM
choose you and lets you prove it.

www.sandramarquez.mx



It's not a hiring problem.

Senior tech talent only moves when they trust the message about **compensation, stability and culture**. Most tech companies don't have a recruitment problem they have a visibility and credibility gap.

THE COST OF INACTION

Every senior engineering seat left open costs you **~\$6,800 USD** per month in lost output and delayed roadmap.



The window is still open... for now.

01

AI is automating junior work. Companies now compete harder and almost exclusively for mid and senior engineers profiles receiving 3–6 competitive offers at any time.

02

LATAM is the nearshore answer. The winners won't be those who pay most — they'll be those who are visible, and therefore trusted first.



DEBST™ — The Developer Employer Brand System

A 3-pillar system to attract, engage and convert senior tech talent.

01

Technical Narrative Architecture

EVP, technical storytelling, and dev-centric job narratives.

02

Senior Talent Attraction Engine

High-credibility PR, community relations, and recruitment marketing.

03

Tech Experiences Platform

Hackathons, meetups, showcases, university alliances and brand-ambassador programs that generate measurable pipeline.

Most employer branding can't prove pipeline. This does.

Every activation runs on a **QR + landing-page system** tracking registrations, role clicks, mini-screening bookings and RSVPs consolidated into a post-event report that attributes engagement, conversion and hires, and connects to your CRM.

OUTCOME METRICS



Designed to impact.

Engineering meetups, hackathons,
sponsored events: all experiences, tracked
entirely via analytics



Credibility, earned in public.

Executive-facing PR placing employer-brand narratives in top-tier business and tech media across Mexico and LATAM.

FEATURED IN

Expansión

Milenio

El Economista

Merca 2.0



EXPANSIÓN

El liderazgo de las mujeres en Zillow: empoderamiento, desarrollo y mentoría

[Open article →](#)



MERCA 2.0

Zillow: oportunidades y ventajas para la industria de ingeniería en desarrollo de software en México

[Open article →](#)

Building Developer Relations



 YOUTUBE

j4g Meetup GDL

[Watch on YouTube →](#)



 YOUTUBE

JS Conf GDL

[Watch on YouTube →](#)

Trusted by main game players

TECH COMPANIES



Zillow



DoorDash



SUSE



Roomie



Howdy

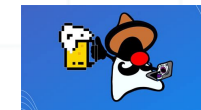
DEVELOPER COMMUNITIES



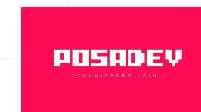
GDL DevComms



JConf México



j4G



POSADEV



JUG

Bilateral credibility with U.S. tech decision-makers and Mexican developer communities. This is the network that your hiring team needs to expand their employer brand awareness and attribution pipelines.

Work with me.

3-MONTH MINIMUM

DEBS™ Diagnostic & Foundation

EVP audit, technical-narrative diagnostic, structural readiness report.

RECOMMENDED

6-MONTH MINIMUM

DEBS™ Fractional Lead

Full system execution, tech-experience architecture, recruitment campaigns, HR playbook handover.

12-MONTH MINIMUM

DEBS™ Scale / Multi-site

Multi-market EVP, ecosystem scaling, pipeline analytics dashboard.

 Book a Strategy Call



Sandra Márquez