



# SANDRA MÁRQUEZ

FRACTIONAL TALENT BRAND & TECH EXPERIENCES ARCHITECT

I help tech companies to attract senior software talent through narrative, visibility, and technical community systems in LATAM



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# Why DEBS<sup>TM</sup>

Tech companies don't have a hiring problem, they have a visibility and credibility problem.

Senior Tech Talent only move when they trust the tech stack, the mission, and the environment they are joining.

I built a DEVELOPER EMPLOYER BRAND SYSTEM (DEBS<sup>TM</sup>) that combines:

- technical narrative,
- recruitment marketing for devs and tech talent,
- high-impact tech events (hackathons, meetups, showcases)

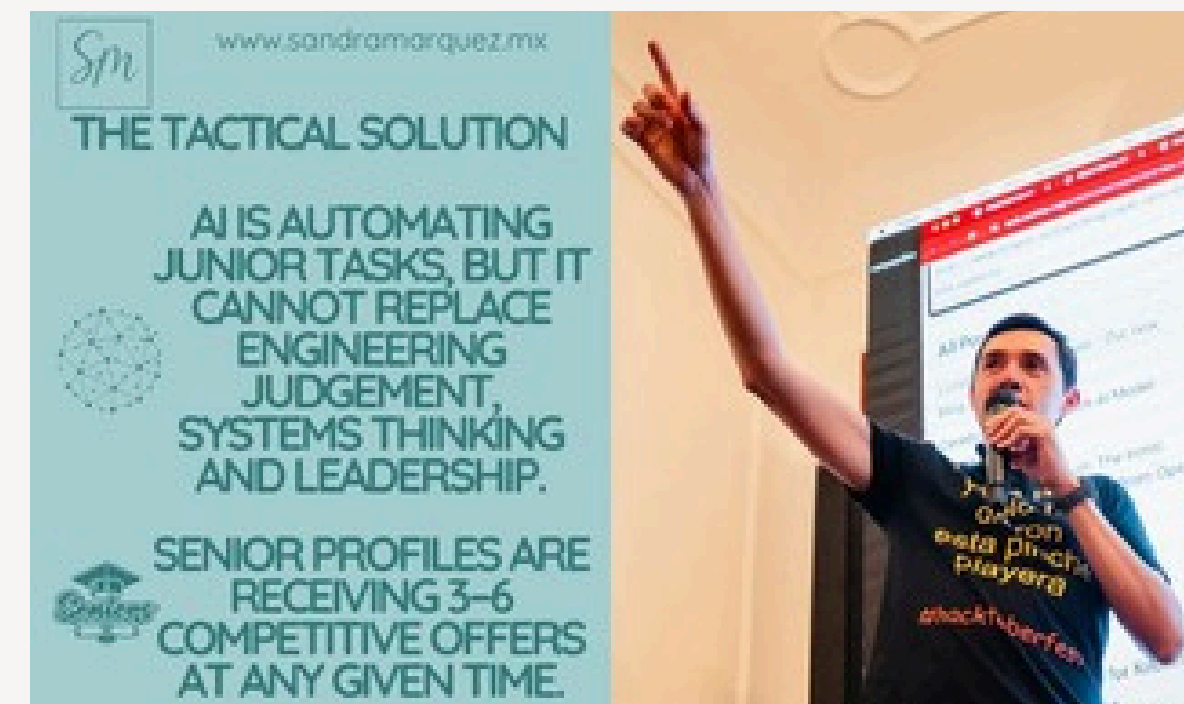
To help you become a top of mind EMPLOYER OF CHOICE.





# Senior talent shortage in Tech

The senior tech talent shortage is structural, not temporary.







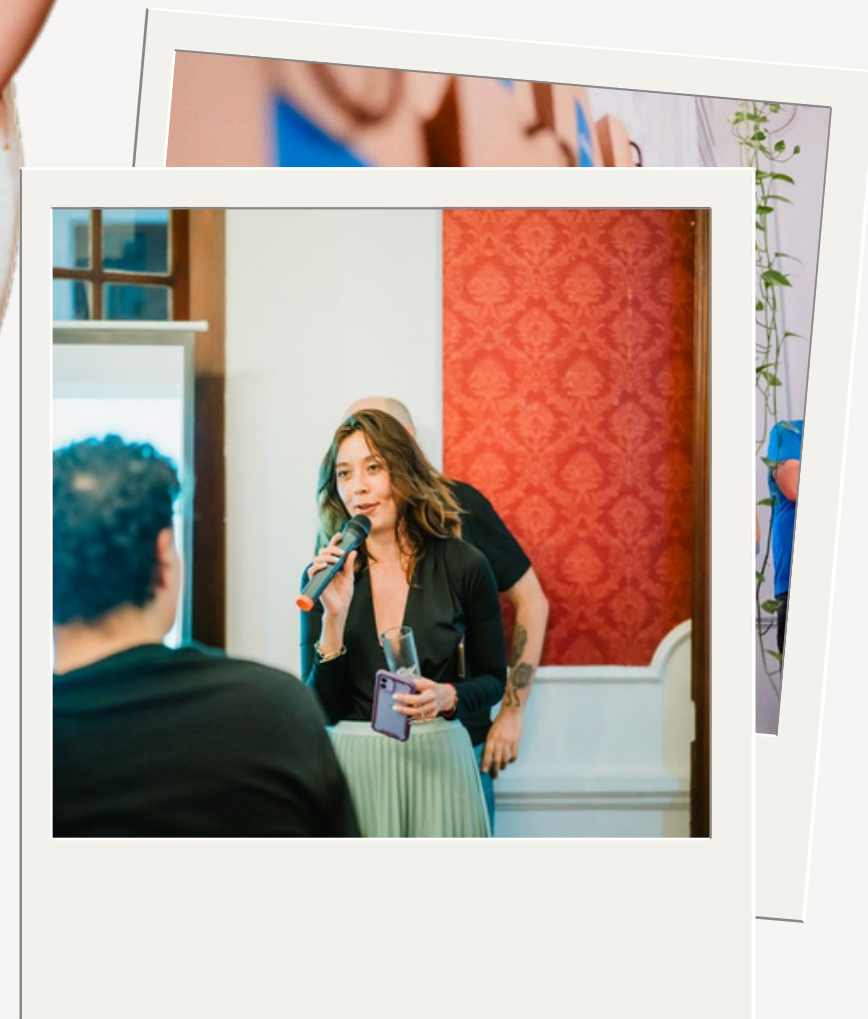
# Why Me?

I am a Fractional Talent Brand & Tech Experiences Architect focused on one thing: helping tech companies in México and LATAM attract, engage & conquer senior tech talent.

For the last 12+ years I've mixed:

- Business leadership,
- Media & experience marketing, and
- Talent branding for technology companies

I've led talent brand strategy and tech events for companies like Zillow, SUSE, Roomie, Howdy and GDL Devcomms, building pipelines of high-quality candidates and measurable ROI from experiences positioning your company on top of the employer of choice of local talent.







# DEBS<sup>TM</sup>

# Developer Employer Brand System

A 3-pillar system designed to help hiring teams to attract, engage, and convert senior tech talent.

## 1. Technical Narrative Architecture

Defines and communicates what makes your team unique:

- EVP that resonates
- Technical storytelling
- Tech-oriented job descriptions
- Tech blog / architecture content

## 2. Senior Talent Attraction Engine

Trusted channels by senior talent:

- Developer-centric recruitment marketing
- credibility signals
- community PR
- Tech -level branding

## 3. Tech Events Platform

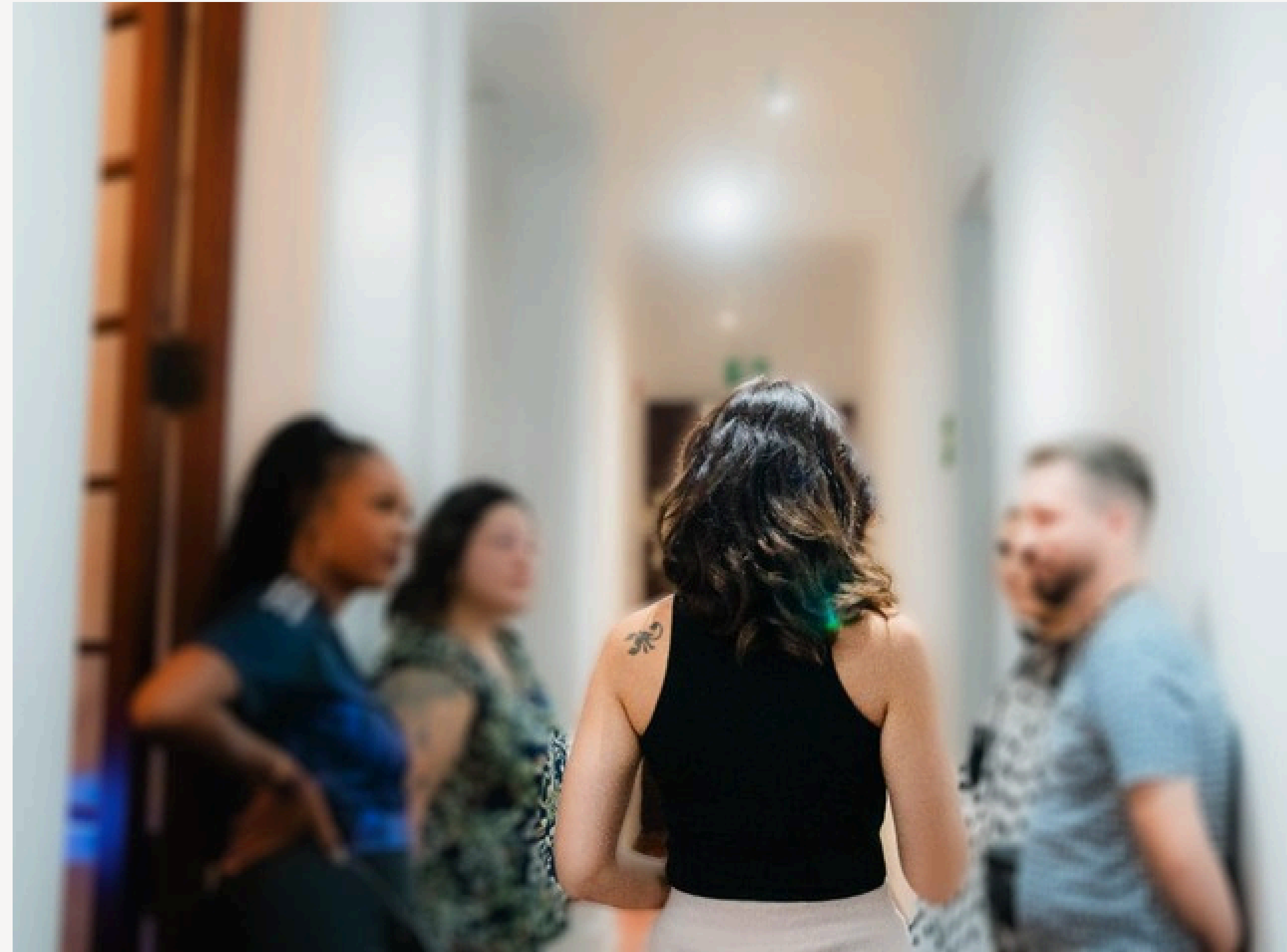
High-impact formats built to generate real pipeline:

- hackathons
- meetups
- engineering showcases
- strategic sponsorships



# Impact I've delivered

- +60% Talent Brand ROI optimization through analytics
- +30% engagement from event-driven recruiting
- 208K+ senior tech professionals reached through technical PR
- 20+ high-impact tech activations (hackathons, meetups, sponsorships)
- Reduced cost-per-hire by improving narrative and credibility signals
- Increased candidate approval sentiment by +17% through ambassador programs





# PR & Media

I've led media tours with top-tier outlets (Expansión, Merca 2.0, El Economista, Milenio), reaching 208K+ tech professionals and strengthening employer reputation by launching localized employer brand campaigns aligned with U.S. HQ, boosting brand visibility by 30% in regional engagement metrics.



Cómo transformar innovación en productos de tecnología con IA | #ExpansiónSummit



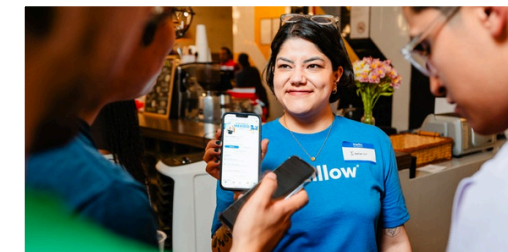
EXPANSIÓN



Zillow: vanguardia tecnológica para liderar el mercado real estate



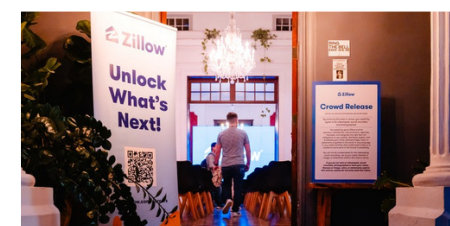
EXPANSIÓN



Mientras algunas empresas regresan a la oficina, Zillow redefine el home office



EXPANSIÓN



Zillow abre centro de ingeniería en México para encontrar talentos tecnológicos de primer nivel



MILENIO



Ingeniería de software en México: la apuesta de Zillow por la flexibilidad y la innovación



EL ECONOMISTA



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



Merca2.0





# Experience Marketing

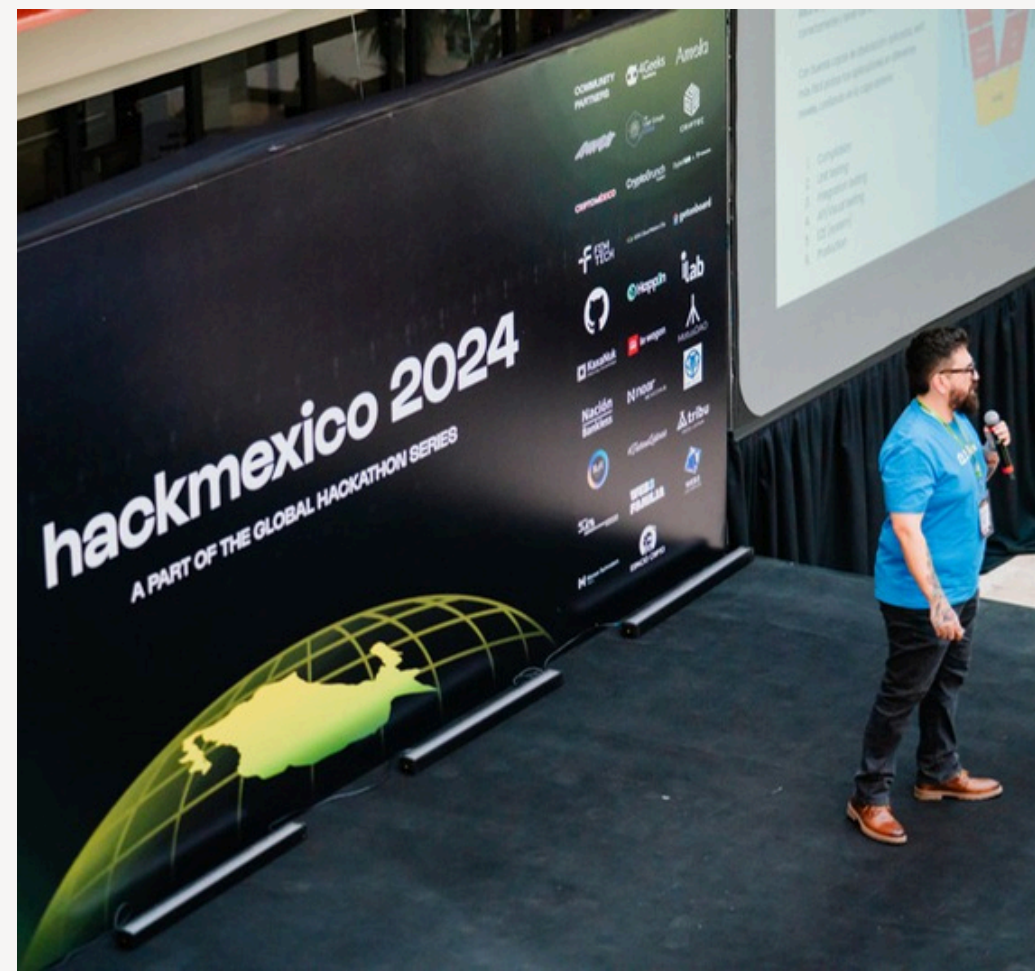
Experiences that consistently generate engagement and high-intent leads for technology roles at events that not only captivate but also generate a pipeline of qualified talent through immersive and measurable experiences with A/R.







# Tech Events





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# Branded Tech Events

What wins in this new market is not just salary, it's narrative, community and real technical credibility.





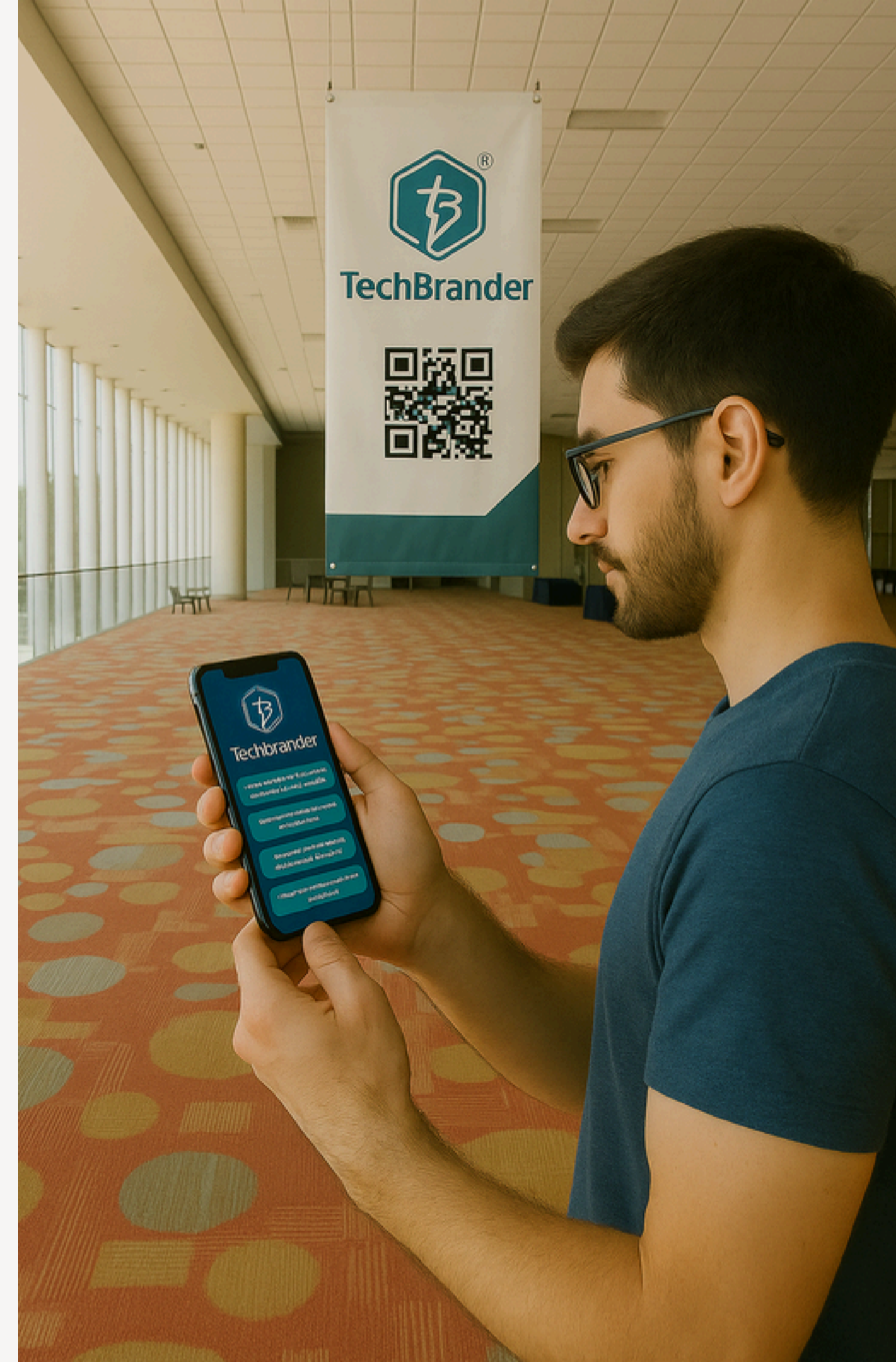


# KPIs

Advanced data analytics measurement of results through a landing page with a special interface designed to scan a QR code and track every interaction onsite, such as:

- Registrations to activities
- Links to open roles,
- Newsletter subscriptions,
- RSVPs for the next company meetup,
- Mini-screening bookings (on-site or online),
- Social follows
- Calendar reminder to take action in the future

The platform delivers a full post-event report that will consolidate metrics and behavioral insights to describe in numbers which actions drove engagement, conversion, impacted pipeline and eventual hires.





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# Content Creation







# Culture & Brand Ambassadors

EVP-aligned messaging improving  
candidate sentiment by turning credible  
teammates into trusted brand voices that  
ignite relevant conversations and  
accelerate conversions for your hiring  
team.







# University Alliances

Partnerships with LATAM tech organizations while expanding access to top-tier talent. Strengthen employer brand within the technology community at the best universities through tech conferences, hackathons, recruiting invitationals, open houses, and more.

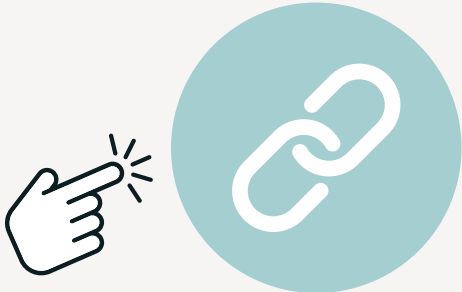


Panel: Transforming Together: Women, Science, and Leadership



Women's Leadership at Zillow:  
empowerment, development, and  
mentorship

# DEI Initiatives





# Trusted by



room\_e

POSADEV

Howdy





# How I Work



## DEBS™ Pilot

- Starts on 2K USD/month
- 3 month minimum contract
- Technical Narrative Architecture of DEBS™
- Senior Talent Attraction Engine (light) of DEBS™
- 1 baseline + final reporting of findings and next steps

LIMITED TIME  
**OFFER**



## DEBS™ Fractional Lead

- Starts on 3K USD/month
- 6 month minimum contract
- Full execution of DEBS™ system
- Includes playbook for HR teams
- Weekly sync + monthly reporting



## DEBS™ Scale / Multi-site

- Starts on 4 K USD/month
- 12 month minimum contract
- Full execution of DEBS™ system
- Adaptation of technical EVP to 2-3 markets.
- Weekly sync + monthly reporting



\*(Prices + VAT)

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# Let's build your DEBS.<sup>TM</sup>

## Book a Strategy Call

