

SANDRA MÁRQUEZ

EMPLOYER BRANDING & TECH EXPERIENCES ARCHITECT



Technology talent as an asset



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THE TALENT NUMBERS IN LATAM TECH INDUSTRY



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THE LATAM OPORTUNITY

COMPANIES HAVE REDUCED ENTRY-LEVEL HIRING FROM 15% TO 7% AND NOW COMPETE ALMOST EXCLUSIVELY FOR MID AND SENIOR ENGINEERS.



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THE SHORTAGE OF TECH TALENT.

LATAM HAS BECOME A NEARSHORE HOTSPOT, INCREASING DEMAND FOR SENIOR ENGINEERS.



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THE TACTICAL SOLUTION

AI IS AUTOMATING JUNIOR TASKS, BUT IT CANNOT REPLACE ENGINEERING JUDGEMENT, SYSTEMS THINKING AND LEADERSHIP.

SENIOR PROFILES ARE RECEIVING 3-6 COMPETITIVE OFFERS AT ANY GIVEN TIME.

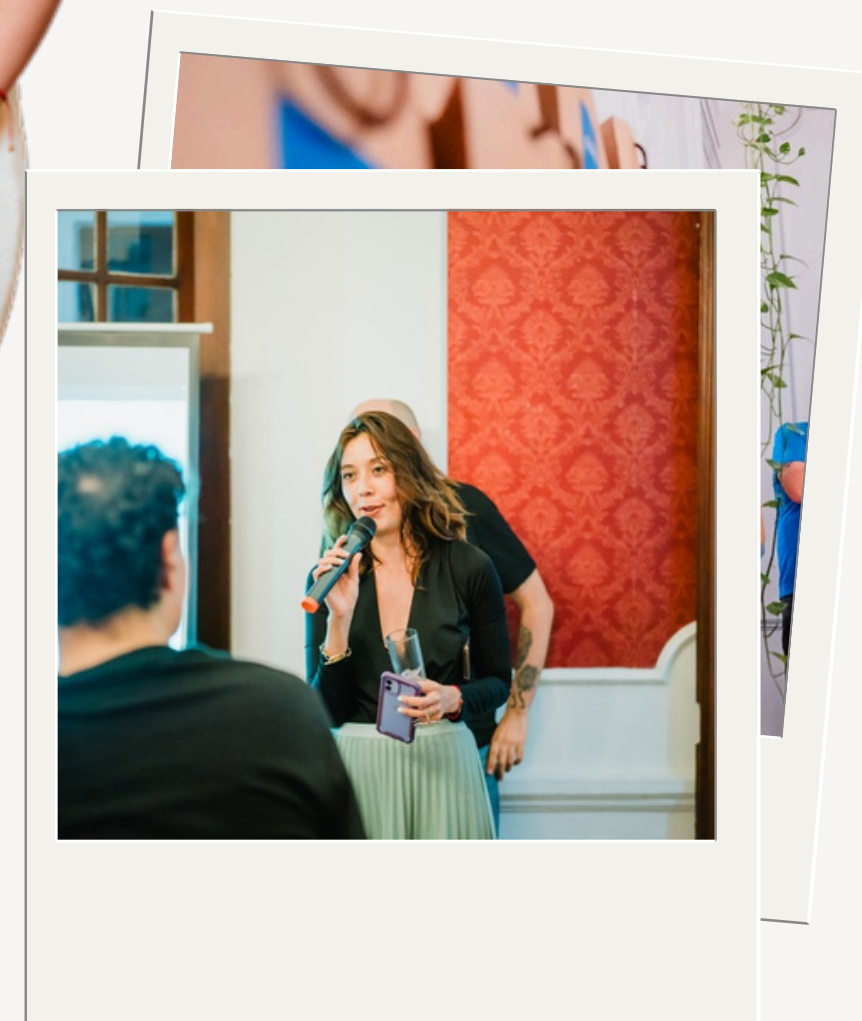
What I solve

I help tech companies to attract senior technology talent through aligned narrative, visibility, technical community systems, pipeline impact and measurement of ROI in México & LATAM

For the last 10+ years I've mixed:

- Business leadership,
- Media growth, content creation & experience marketing,
- Employer branding for technology companies

I've led talent brand strategy and tech events for companies like Zillow, DoorDash, SUSE, Roomie, Howdy and for Developer Communities as 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.



What DEBSTM solve

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

Senior Tech Talent only move when they trust the right message about compensation, stability and culture.

I designed a DEVELOPER EMPLOYER BRAND SYSTEM (DEBSTM) that combines:

- Technical narrative,
- High-impact tech events (hackathons, meetups, showcases)
- Recruitment marketing for devs and tech talent,

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



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 with talent**
- **Technical storytelling (Content)**
- **Tech-oriented job descriptions**
- **Tech blog / newsletter architecture**

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 impact and measurement of ROI:

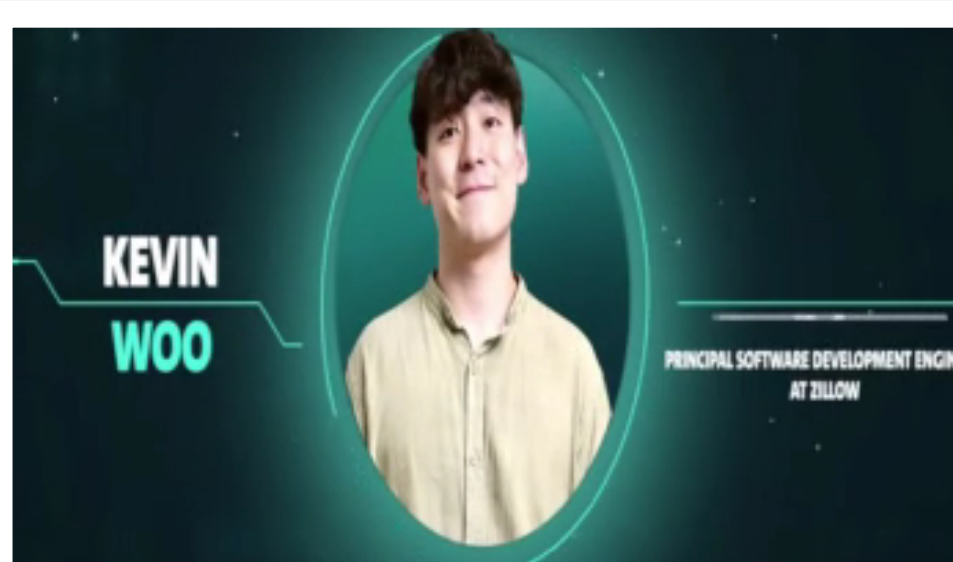
- **Hackathons**
- **Meetups**
- **Engineering showcases**
- **Strategic sponsorships**

Impact delivered

- +60% Talent Brand ROI optimization through mkt campaigns & dashboard analytics.
- 208K+ senior tech professionals reached through technical PR
- 15+ high-impact tech activations (hackathons, meetups, sponsorships)+30% engagement increase rate from event-driven recruiting
- Increased candidate approval sentiment by +17% through ambassador programs
- 10% Reduced cost-per-hire by improving narrative and credibility signals
- 15% YoY reduced time to hire as a result of strategy implementation



PR & Media



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



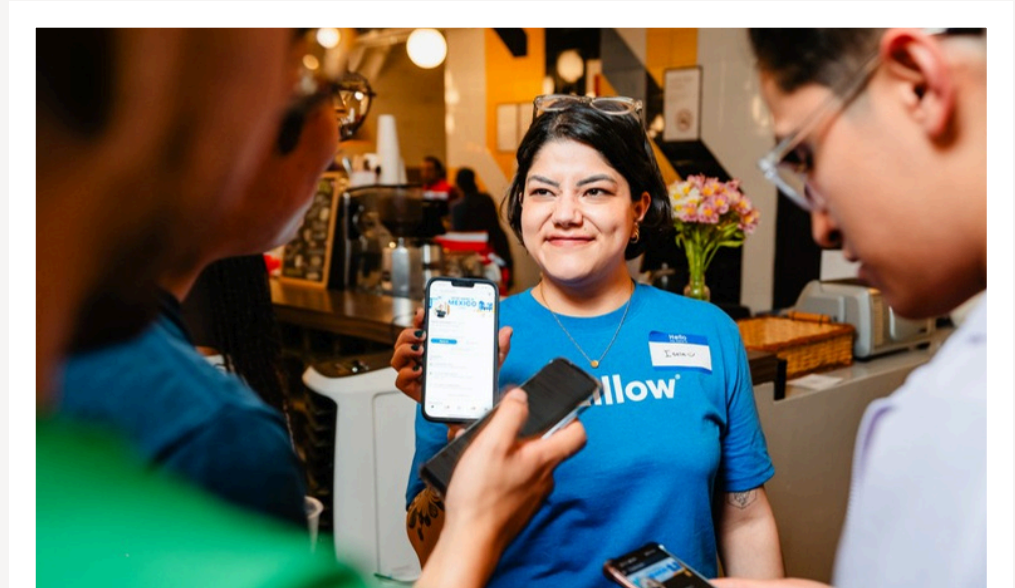
EXPANSIÓN



Zillow: vanguardia tecnológica para liderar el mercado real estate



EXPANSIÓN



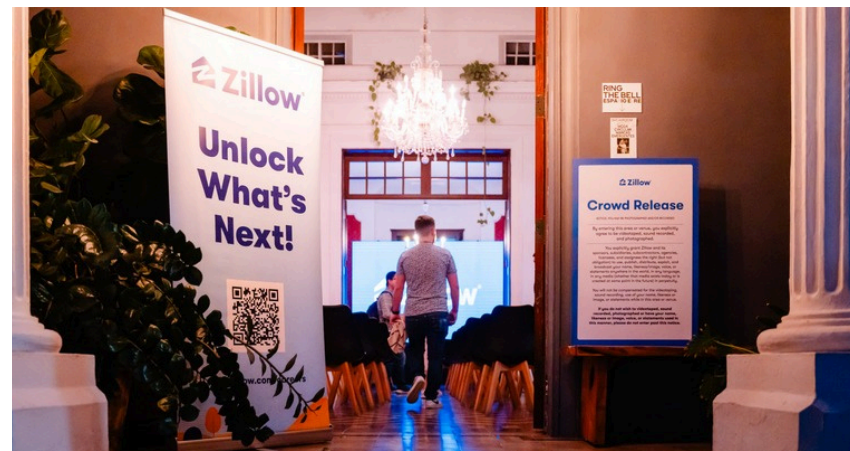
Mientras algunas empresas regresan a la oficina, Zillow redefine el home office



EXPANSIÓN

I've led executive-facing PR and media initiatives designed to position employer brand narratives within relevant business and innovation conversations. By connecting company milestones, market expansion, and employer value propositions with high-visibility editorial moments, these efforts helped strengthen credibility and contributed to a 30% lift in regional brand visibility

PR & Media



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



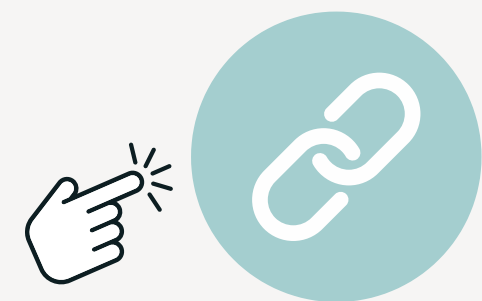
Merca2.0

Through earned media placements with top-tier publications I helped translate global employer brand priorities into locally credible stories for Mexico's talent market. These efforts reached more than 208K tech professionals (segmented audiences) and supported stronger regional engagement



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

DEI Initiatives



Experience Marketing

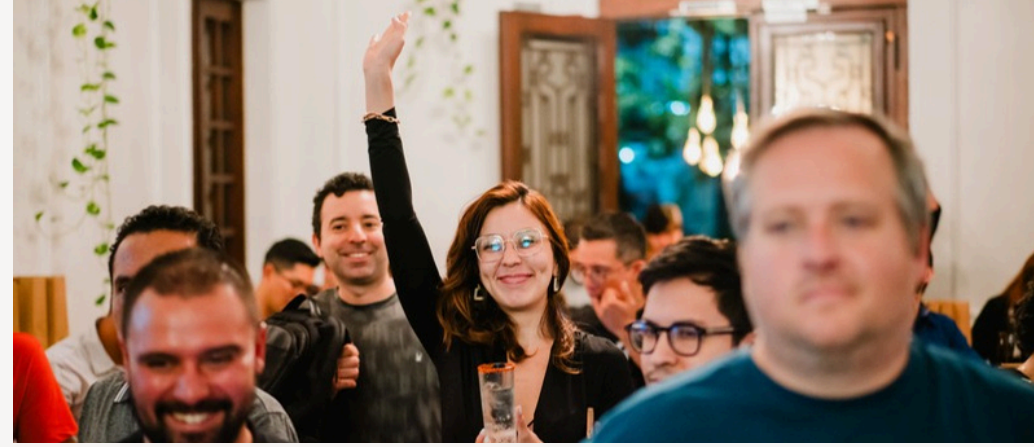
Experiences that consistently generate engagement and high-intent leads for technology roles at events that not only captivate but also generate a pipeline of qualified talent through immersive and measurable experiences with A/R.





Hackathon AngelHack





Developer Meetups



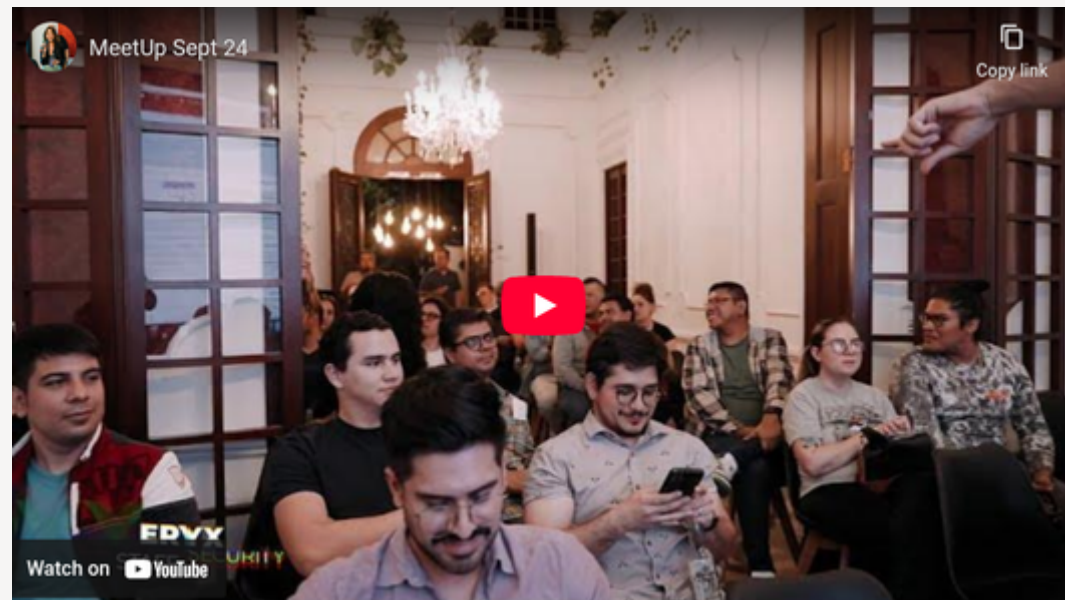


Sponsored Events



Video Portfolio

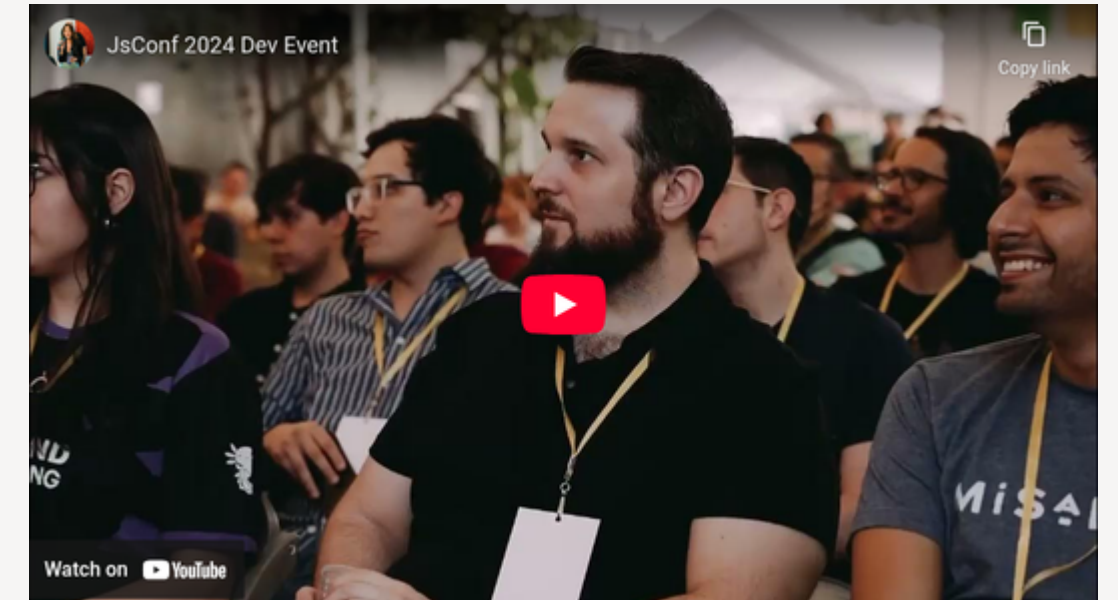
A curated reel of my employer branding and tech-event work showcasing PR/media moments, community activations, and on-site experiences I've led to elevate visibility, credibility, and measurable engagement with senior tech talent in LATAM



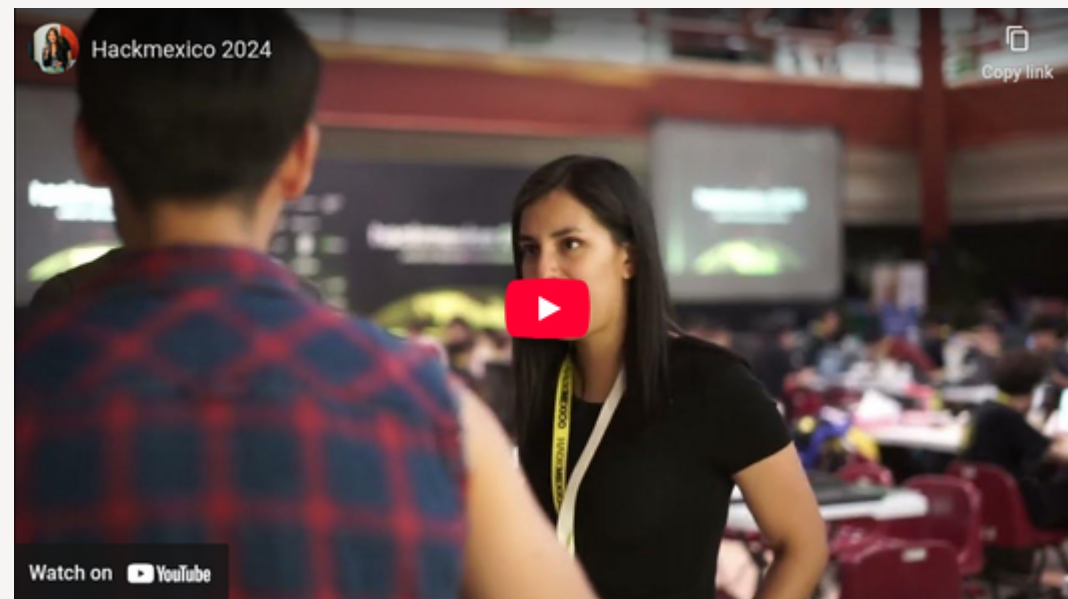
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<https://youtu.be/qdl2tXFacz8>



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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.

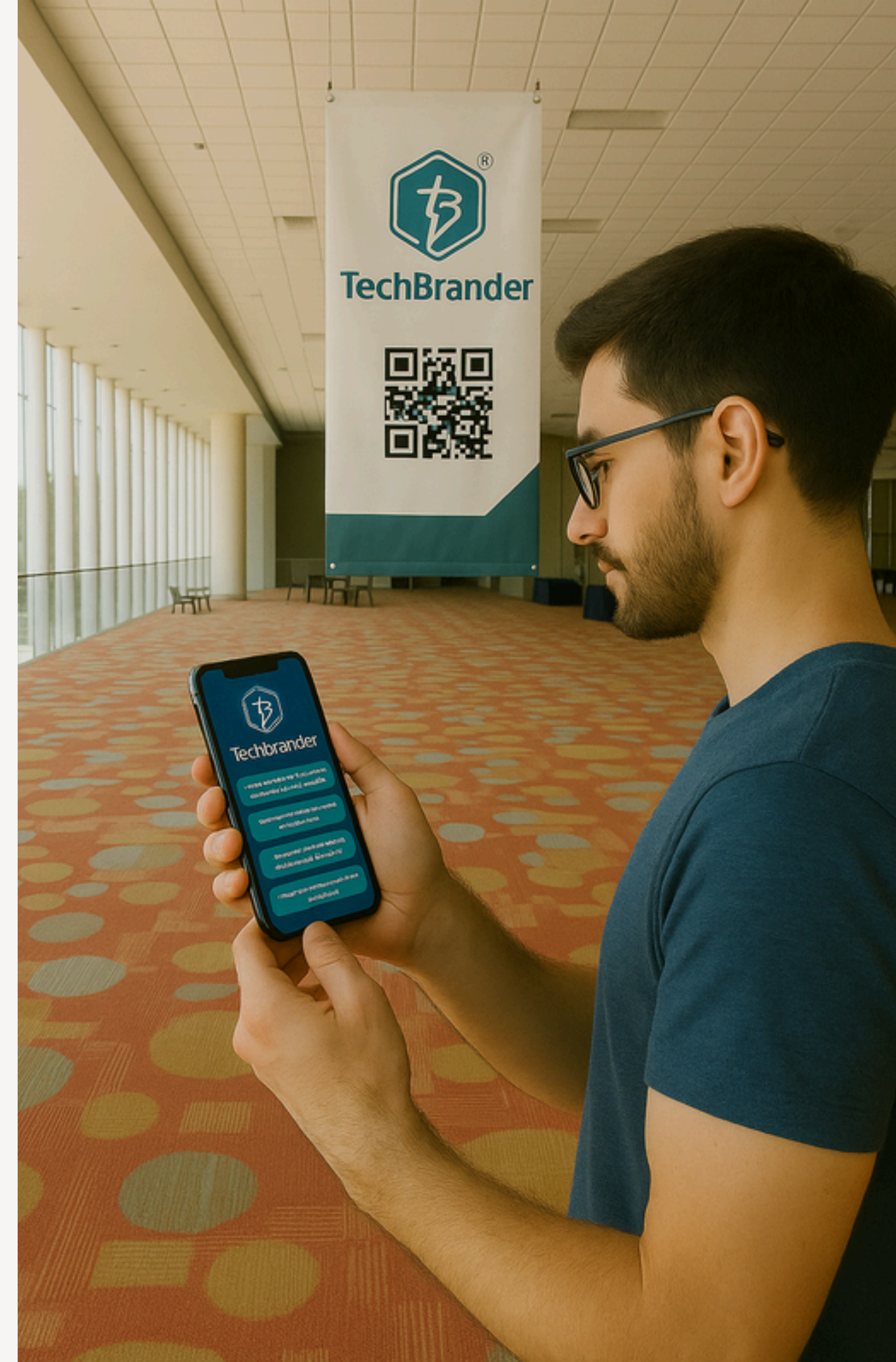


KPIs

Data analytics measurement through a designed 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

To deliver 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, and ideally connect with CRM's as GEM.



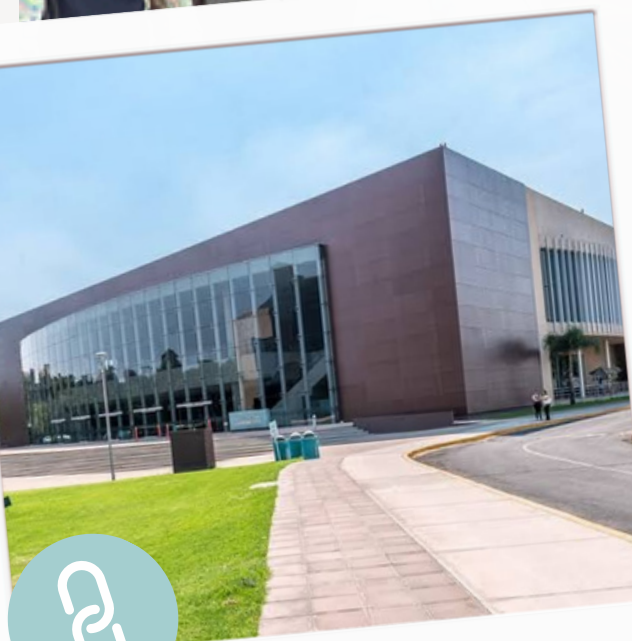
Culture & Brand Ambassadors

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



Trusted by Tech Companies

room_e



Howdy



Trusted by Dev Communities



POSADEV





Let's build your DEBS.™

Book a Strategy Call

