

DANIEL CHAVEZ

TECHNICAL SOLUTIONS | CLIENT DELIVERY | SALES

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PROFESSIONAL SUMMARY

Bilingual English/Spanish solutions professional combining six years inside automotive retail - F&I deal structuring, dealership CRM and BDC lead workflows, Dealertrack and Equifax - with 4+ years shipping production web applications. Strong fit for sales engineering, solutions consulting, implementation, technical account management, and customer-facing SaaS roles.

CORE CAPABILITIES

Customer and revenue: Consultative discovery, outbound prospecting and cold outreach, CRM and pipeline ownership, product demonstration, objection handling, negotiation, follow-up discipline, automotive F&I

Languages: English (native), Spanish (advanced, client-facing)

Solutions and delivery: Requirements translation, client walkthroughs, REST APIs, CMS workflows, implementation, troubleshooting, stakeholder updates, QA, training and support

Technical foundation: JavaScript, React, Node.js, Express, PHP, WordPress, Shopify Hydrogen, HTML/CSS, Git/GitHub, Figma, Vercel

Quality and risk: WCAG accessibility, semantic HTML, documentation, compliance mindset, SEO, performance, cross-browser testing, AI-assisted workflows

PROFESSIONAL EXPERIENCE

Web Developer - Vincent Design Inc.

Jan 2023 - Jul 2026

Winnipeg, MB

- Built and maintained responsive production websites and web applications for agency clients across annual reports, Indigenous organizations, non-profits, public information, aviation, and e-commerce.
- Translated Figma designs and stakeholder requirements into reusable React and JavaScript components, WordPress/CMS workflows, REST API integrations, and scalable SCSS and Tailwind systems.
- Supported projects from build through launch and ongoing improvement, including accessibility QA, troubleshooting, deployment, content workflows, SEO, and performance across Vercel, WP Engine, and Flywheel.

Front-End Developer - Freelance

Aug 2021 - Present

Winnipeg, MB

- Turn design mockups and existing codebases into responsive applications; build reusable components, add AJAX/JSON functionality, and debug or refactor legacy front-end code.

Special Finance Manager - Birchwood Credit Solutions

Nov 2018 - Jul 2021

Winnipeg, MB

- Structured automotive finance deals across prime, near-prime, and subprime credit tiers, balancing customer affordability, lender requirements, documentation, compliance, and dealership objectives.
- Managed the process from credit submission through funding using Dealertrack, Equifax reports, lender negotiation, stipulation management, menu presentation, and contract completion.

Business Development Manager - Birchwood Nissan Brandon

Jan 2018 - Nov 2018

Brandon, MB

- Managed inbound and outbound sales pipelines, CRM lead workflows, appointment conversion, and follow-up discipline while coordinating with sales and finance teams.

Sales Consultant - Birchwood Nissan Brandon

May 2015 - Jan 2018

Brandon, MB

- Used consultative discovery, product knowledge, negotiation, and disciplined follow-up to guide customers through high-consideration vehicle purchases.
- Maintained the dealership's highest closing ratio in 2016 and 2018 and received the Bronze Nissan Club Excellence Award in 2016.

ADDITIONAL SALES BACKGROUND

Combined Insurance - door-to-door insurance prospecting and sales | House of Nissan - automotive sales | The Source - consumer technology retail sales

SELECTED TECHNICAL WORK

- Puchica - Built a Shopify Hydrogen storefront from an empty repository with reusable React components, catalogue taxonomy, SEO infrastructure, and Shopify Admin API integration.
- TELUS Reconciliation Report - Built an accessible React annual-report experience with screen-reader-aware data visualizations, client-controlled publishing, and an ongoing CMS workflow.
- Tamalpais Trust - Delivered a WordPress grant-partner directory, interactive map, community-investments showcase, and editor-run publishing workflow.

TRAINING

- Web Accessibility Training - Deque University
- Complete Full-Stack Web Development Bootcamp - Dr. Angela Yu, Udemy
- Modern PHP: Beginner to Advanced - Jannis Seemann, Udemy