MARIANELA QUEMÉ

August 5, 2020

To the Joomla Community,

I am Marianela Quemé, a systems engineer from Guatemala, currently living in the Netherlands; the sixth country I've lived in.

When I completed my degree from Universidad Mariano Galvez in Guatemala, I started working as a software developer. I developed an in-house CMS for a web agency in Guatemala. This job heavily influenced the rest of my career.

As a CMS developer in the early years, Joomla made a positive improvement on my work. From that moment, the idea of working independently came to mind. Within a short period of time, the thought became a reality; and I started working as a freelance developer implementing Joomla to build beautiful websites within various companies in Guatemala. Joomla not only gave me the ability to express my creativity through design and code, it also allowed those companies to connect to the world into a plethora of opportunities that the internet presented.

It was exciting to see how companies, that had only traded locally within the country, were now starting to actively engage with a more globalized economy. I experienced having a tool that was so powerful that an individual could establish, develop, and grow an entire business all with the click of a button at virtually no cost; i.e. via open-source.

As I continued to use Joomla, I came to know and be part of an amazing group of people with ideas, drive, and enthusiasm. The Joomla community has accompanied me through every country I have lived in during my professional life. My experience with Joomla is a great way to describe the power of open-source software that is driven by a global community. Through my work and experience, I can attest that Joomla empowers people. To be part of something that changes people's lives in such a powerful way is an amazing feeling.

Currently, I am working as a technical lead in a marketing agency that uses the very application that I helped develop as part of an open-source software team. I have been part of a core development team that has established an open-source Marketing Automation web application, with Joomla as one of its packages.

My work with a team of seasoned marketeers has allowed me to understand marketing fundamentally through a technical view.

• I make use of data to analyze target groups to build better marketing strategies.

• My knowledge base, together with my ability to collaborate with large and small groups, will help the marketing team better focus their efforts.

• Most importantly, working together will strengthen the Marketing and Communications department to do the job we are set out to do; *letting the world know about Joomla.*

As department coordinator for the Marketing and Communications team

• I intend to work towards marketing Joomla into the future by creating an image of Joomla as the CMS that brings power to the world.

• I will help the team of volunteers perform their tasks more efficiently by facilitating the tools they need to make all this happen.

It would be an honour to represent the Marketing and Communications department and to help them achieve the goals that we set as a community.

Yours sincerely,

Marianela Quemé