

WORK EXPERIENCE

- Nowadays **CEO and Founder – www.skywardseo.com**
We offer full internet marketing services, Search Engine Optimization (SEO), Social Media Marketing (SMM), Content Creation, Web Design, SEO and SMM Tools, widget and app creation and more. Managing the digital marketing agency, managing online marketing campaigns for different customers. Optimization for profitable SEO/SEM campaigns. Developing several internet marketing projects.
- 2011-08/2013-12 **SEO/SEM Consultant – www.consultorseo.biz**
Development, implementation and monitoring of SEO/SEM strategies, managing online marketing campaigns for different customers. Optimization for profitable SEO/SEM campaigns.
- Spanish Piwik Manager**
Developing strategies for promotion the application in the Spanish market. Offering web analytic solutions to customers in their projects. Managing online actions to promote the web analytic application in the Spanish market. Creation of documentation and digital content for the Spanish program.
- 2011-10/2011-07 **Online Marketing Manager, KPMG Spain**
Creation, definition and implementation, along with the Director of Communication, of the Communication strategy and the online marketing plan. Managing the brand identity and online actions to maximize traffic and interaction on the Web and across platforms.
- Coordination of all shares of Digital Marketing with other company departments. Plan, manage and track marketing campaigns online. Search and recommendation of new online channels and create opportunities for traffic, interaction and creation of digital content. Optimization of action and strategy through web analytics and monitoring results. Defining KPI's.
- 2011-07/2008-07 **Web Analyst, User Experience, Marketing Online. BBVA Innovation Center**
Definition of methodologies, standards and design patterns that focus on user experience. Design and development of web applications. Implementation plans for web accessibility and usability. Definition of style and patterns of user perception. Accessibility standards. Eye tracking. Heuristic evaluation.
- Monitoring of various projects online and offline marketing. Development, implementation and monitoring of SEO/SEM strategies, managing online marketing campaigns, execution control, management and optimization of online media, web traffic control with metrics. Development, implementation and monitoring of email marketing strategies and video marketing.
- 2008-07/2006-10 **Intel Server Country Manager - Spain. Sales and Marketing Plans. ArrowIberia**
Developing strategies for promotion, offering technology solutions and services. Analysis of customer needs and developing tailored marketing plans to increase sales. Specific promotion design and execution of them.
- Design, development, implementation and monitoring of projects. Several product manager lines coordination. Responsible for content development and sales team training. Intel server technical support, customer demonstrations and lectures. Consulting and setting products bids. Attendances at product launch training.
- 2005/2004 **System administrator. University of Alcalá de Henares (internship)**
Management and maintenance of network equipment. Antivirus, antispam, backup. Installation, configuration, support and maintenance of routers, switches. Troubleshooting. Manager Linux operating systems, Windows 2003. Manager firewalls, IP rules management, IP subnetting. Management VLAN's.
- 2004/2005 **Animation Coordinator. Erasmus Student Network – www.esn.org**
Organize, inform and evaluate the development of evenings, entertainment, recreational and cultural activities. Management of team of people. Develop and propose budget. International Vice President of the University of Alcalá de Henares.
- 2004/2005 **Spanish Teacher. Copenhagen Business School. Denmark – www.cbs.dk**
Part-time work collated with classes and projects. The classes were in English and Spanish. Cultural Exchange of Danish culture and Spanish.
- 2003/2004 **AUNA Telecommunications Salesman**
Promotion and sales of telecommunication services, development and maintenance of client base, product presentation and analysis of business proposals.
- 2001/2002 **Development and Management of Multimedia. European Project. UPV – www.upv.es**
Documentation content, User Interface Design, Implementation of the project.

ACADEMIC STUDIES

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| 2013/2012 | Web Analytics Master , University of British Columbia, Vancouver, Canada. |
| 2006/2007 | Pedagogical adaptation course, CAP, ICE . Universidad Complutense de Madrid. |
| 2002/2006 | Telecommunication Engineering, Telematics . UAH, Madrid |
| 2004/2005 | European Project Semester . Engineer School of Copenhagen. Denmark |
| 2004/2005 | Erasmus Program . Engineering School of Copenhagen. Denmark |
| 1998/2002 | Sound and Image Engineering , UPV. Valencia |

ADDITIONAL TRAINING

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| 2009/10 | Eye Tracking and Usability course. Tobii Technology . BBVA Innovation Center. |
| 2008/09 | Usability and Accessibility Specialist . IE Design. 120 hours |
| 2008/09 | Google Analytics & Website Optimizer seminar . Ad:Tech London 2009. |
| 2008/09 | AdWords Optimization Tools seminar . Google. Ad:Tech London 2009. |
| 2008/09 | Ad Serving and targeting technologies seminar . Ad:Tech London 2009. |
| 2008/09 | ECRM strategy. Internet Advertising Bureau seminar . Ad:Tech London 2008. |
| 2008/09 | Strategies for improving web performance seminar . IAB. Ad:Tech London 2008. |
| 2008/09 | Display Advertising. Internet Advertising Bureau seminar Ad:Tech London 2008. |
| 2007/08 | Digital Marketing. E-commerce . CESDE 100 hours |
| 2007/08 | Company Creation and Management. EOI. Business School . Madrid |
| 2007/08 | Adobe Flex builder 3 y ActionScript 3.0 . Intensive course 300 hours. |
| 2007/08 | Adobe Flash CS4 course . 60 hours. |
| 2003/04 | Audiovisual Signal Processing course . 130 hours. |
| 2002/03 | Software Engineering Tools course . 115 hours. |

WEB TECHNICAL KNOWLEDGE

Web 2.0 Technology, Eye-tracking, web positioning, SEO online y offline, SEM, SMO, link building campaign, e-commerce, affiliate networks, metric tools, Google Analytics, Omniture, Web Master Tools, Yahoo site explorer, Bing web master tools, Google Website Optimizer, persuadability and online sales, E-learning, Joomla, Wordpress, EzPublish, online stores, eMarketing, Payment gateways, PHP Scripts, audiovisual technologies, digital communications, RF systems, Linux, Apache, Xamp, MySQL, PHP, XHTML, JS, CSS, Adobe FLEX, AS 3.0, Dreamweaver CS4, Photoshop CS4, Flash CS4, PR Sculpting, Search Engine Marketing Rush, WordTracker, Keyword Discovery, DigitalPoint Keyword Suggestion Tool, AdWords Keyword, ClickTracks, Heuristic Evaluation.

PERSONAL SKILLS

Business Skills – AUNA Salesman

Sales techniques, identification of type of customer, Evaluation of customer needs, monitoring of accounts, presentation of products and solutions at the end client, vitality, initiative, optimism, communication, results oriented, high bargaining, teamwork, flexibility.

Customer Oriented Skills - Intel Server Country Manager Spain and Portugal

Track projects, customer support, reporting and sales, ability to organize events and demos of products and solutions, Formation of new products to sales team, management and team motivation.

Project Management Skills and Leadership - Web Analyst BBVA Innovation Center

Technological project management, project delivery solutions conception, estimation of equipment and determining the task sequence, resource management and identification of needs, recruitment, management of suppliers and subcontractors, resolution of conflicts.

Entrepreneurial Skills – Personal Web Initiatives, Analyst at the Innovation BBVA center.

Person with initiative, independent, innovative, alternative solutions, motivator, enthusiastic, leader, creative and persistent. Projects of their own initiative, based on Web technology and e-commerce.

LANGUAGES

Native Spanish

Native English

Writing/Speaking French medium level