

NACHO RIERA UMBERT



PERSONAL DATA

Birth Date: 18-06-1982
Nationality: Spanish
Civil State: Single
Driving License: A y B1
Availability to travel: Total
D.N.I 47641032-M

ADDRESS

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08006 Barcelona
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LANGUAGES

Spanish: Mother tongue
Catalan: Mother tongue
English: B2

COMPUTER SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Hootsuite
- Mention
- Google Analytics
- Office (Word, Excel, Power Point, Access)
- HTML code.

WORKED FOR

Sareb, CaixaBank, Caja de Ingenieros, Cofidis, Casio, Danone, Henkel, Boehringer Ingelheim, Bayer, Isdin, Novartis, Esteve, Angelini, Almirall, Hospital de nens de BCN, Gas Natural, Orange, Condis, etc...

PROFESSIONAL EXPERIENCE

- 10/16 – **Digital Marketing Manager & Project Manager**
Netsense (Barcelona)
Account executive manager in Digital Marketing agency developing the following tasks:
- Leading the execution of Digital Projects from definition to implementation.
 - Total communication with the client.
 - Coordination of internal resources
 - Responsible of UI / UX
 - Managing internal and external teams
 - Leading the definition of KPI's and reports
- 02/16 – 09/16 **Online Marketing Specialist**
Freelance (Amsterdam / Barcelona)
Working as freelance, doing online communication strategy for different companies and sectors, based on:
- Management SEO strategy.
 - Management and planning of SEM campaigns.
 - Social Media Strategy.
 - Analytical and measuring results by KPI's.
 - Graphic design.
- 02/14 - 01/16 **Online Marketing and Social Media Manager**
Microbiogentleman (Barcelona)
Member of Social Media department, performing the following functions:
- Design and development of social media plans and strategies.
 - Management of SEO campaigns.
 - Management of SEM campaigns, contracting and managing mass media support.
 - Analytical and measuring results by KPI's.
 - Social media manager.
 - Interaction design and usability (UX/UI) of web platforms and app's.
- 02/09 - 01/14 **CEO and Digital Marketing specialist**
U-Design (Barcelona)
Working with different clients such as: Childrens Hospital of Barcelona (Hospital de nens de Barcelona), Tempos 21, MicrobioGentleman, Vesismín, Arbitrium lawyers, Grifone, etc...
- Performing the following functions:
- Social media manager.
 - Analytical and measuring results by KPI's.
 - Web master.
 - Graphic design.
 - UX/UI, mobile app's designer and usability.
- 03/12 - 07/13 **Director of design and usability of mobiles**
Tempos21 "Atos" (Barcelona)
Department director of mobile apps' usability and design, performing UX/UI and supervising the final projects of design and usability.

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AWARDS

- Special mention in Ondas Awards 2015 at MicrobioGentleman
- ASPID Award 2015 at Microbio agency
- FAD Award 2014 of the best healthcare web at HNB
- ASPID Award 2009 at CPM agency
- Mention LAUS'08 Award

AIMS

- Start a new stage meeting new markets.
- Apply all my online marketing knowledge and make it wider.
- Keep learning from the online marketing world.

EDUCATION

- 2014* **Postgraduate of Social Media and Content Management**
INESDI Digital Business School
- 2013* **Specialization of interactive design and usability (UX/UI)**
UOC (Universitat Oberta de Catalunya)
- 2008-2009* **Course of creativity and art direction**
Complot Creative School
- 2002-2006* **Bachelor degree of graphic design in advertising and multimedia support**
ESDAI University
- 2000-2002* **High School**
Menéndez y Pelayo School