

José Alvargonzález Fernández

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Address: Paseo Santa María de la Cabeza 4, 5º Izq

PROFESSIONAL EXPERIENCE

Digital Marketing Manager – Best-marketing

Apr 2017 – Present

- Responsible for developing, implementing and managing marketing campaigns for different projects.
- SEO Consultant: Benchmark analysis, meta descriptions, keyword research and linkbuilding.
- SEM Consultant: tracking and testing marketing campaigns, using PPC advertising, writing copies, and doing keyword research.
- Social Media Consultant: elaboration of a social media plan, including payment campaigns (Facebook Ads).
- Monitoring and Reporting for different clients (Index visibility, keywords ranking).
- Web Design: technical audit to improve the usability and user experience. Create responsive and useful webs.
- Potencial clients research and the subsequent proposal sending.
- Email Marketing: templates design.

Digital Marketing Executive – Asecom Siglo XXI

Jan 2017 – Apr 2017

- Community Manager for three important brands (Peppa Pig, The little kingdom of Ben & Holly and PJ masks).
- Facebook Ads: campaign design and development to achieve more engagement and visibility.
- Monitoring and Reporting: analysis of Facebook insights and reporting to the clients.
- Email Marketing: templates design.

Digital Marketing Assistant – Ediciones Casiopea

Oct 2016 – Jan 2017

- SEO Consultant: optimize the books web pages with the elaboration of the meta descriptions.
- Social Network: "Ediciones Casiopea" and "Mujeres Viajeras Web" community manager.
- Facebook Ads: design and implementation of social media plans to get more engagement and sales.

Digital Marketing Assistant – ABCGC Abogados

Jun 2015 – Oct 2016

- SEO Consultant: meta description and optimization of the website.
- Linkbuilding: plan a linkbuilding strategy to get more links to the website and improve the keywords ranking.

ACADEMIC BACKGROUND

INESDI, Madrid

Currently

Business Intelligence and Big Data

International Marketing School, Madrid

Feb 2018 – Jun 2018

Technician in Usability and User Experience - UX

INESDI, Madrid

Oct 2016 – May 2017

Digital Marketing and Social Network Master

Oviedo University

Sep 2011 – Feb 2016

Accounting and Finance degree

Colegio Inmaculada de Gijón

Sep 1999 – Jun 2011

CERTIFICATES

Google Analytics

April -2017

Google Adwords

May - 2017

LANGUAGES

Spanish: Native

English: Advanced

OTHER RELEVANT INFORMATION

Courses

Google Activate: Digital Marketing Course, Web Analytics Course, E-commerce course, Big Data and BI Introduction.

IT skills

Digital marketing: Google Analytics, Google Adwords, Google Search console, Sistrix, AWRcloud, Semrush.

Generics: Excel, Powerpoint, Word, Photoshop, Indesign.