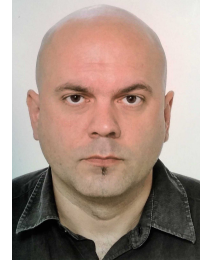


Curriculum of Pablo Fernandez as Web Developer & Marketing Automation Manager



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- Grow&Fit, 2016-2018: Pablo helped to reach a record of “Time To Market” while developing of a website application with 15 REST endpoints without documentation and its Payment Gateway just in 10 labor days while he was working on Baluwo in Barcelona. / Recommendations on [LinkedIn](#).
- OpenText, 2011-2016: Pablo helped to increase up to 10 times the total of click at Google Search Result Page, for queries like "columnar database" (69.62) or "big data analytics examples" (69.65) while he was working on Actuate - a software company in Silicon Valley / Recommendations on [LinkedIn](#).
- Todoebook, 2003-2010: UX & Front-End Award is given by Spanish foundation Fundación ONCE to Amazon, FNAC and a HTML/CSS interface that Pablo designed and developed while he was working at the pioneer online bookstore named Todoebook in Seville / Recommendations on [LinkedIn](#).

Top Certifications: *Best UX Award* by Fundación ONCE, *B2B Master* by Oracle, *Digital Marketing Diploma* by University of California, Irvine & *Best Content Contributor* by Opentext.

Top Final Customers: Front-End & Ecommerce for UNED, Front-End & Ecommerce for Casa del Libro, Front-End & Ecommerce for El Corte Inglés & Marketing Campaign for Natura.

Skills & Top Activities:

- Web Development & API Connections
- User Experience & Front-End Development
- Search Engine Optimization & Link Building
- Marketing Automation & Email Campaigns
- Paid Traffic & Advanced Remarketing
- Advanced Analytics & Reporting
- Content Marketing & Social Media Management
- Research, Strategy & Growth Hacking

Find out more at webmarkez.com