

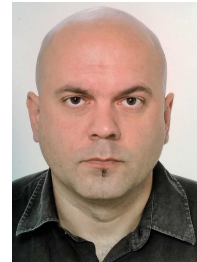
## José Pablo Fernández

Montserrat, 33, 1º 08140 Caldes de Montbui (Barcelona)

VAT: 52383649-E / Phone: +34 661 048 548

Email: info@webmarkez.com

Linkedin: <https://www.linkedin.com/in/webmarkez>



### **Web Development & Marketing Automation at Baluwo (2016-NOW)**

Responsible for website applications based on REST servers and its respective marketing campaigns for african people working in US & EMEA while reporting to the Head of Marketing.

### **Digital Marketing Manager, Strategist & Analyst at OpenText (2016-2011)**

Responsible for the highest volume of the organic traffic, the best performance of the front-end and the highest goal conversion of the content to acquire and nurture qualified leads in United States, Canada & Europe while reporting to the Head of Marketing in EMEA.

*Recommendation from Dana Guthrie, Marketing Director at OpenText Analytics EMEA (+44 7879691011): "Jose Pablo Fernandez was very proactive and really good when driving projects with members of different departments and he totally exceeded our expectations".*

### **Webmaster & Web Designer at Todoebook (2010-2003)**

Responsible for the front-end of up to 20 online libraries including El Corte Inglés or Casa del Libro, its digital marketing for 30,000 subscribers and its customer service workflows to acquire and nurture customers while reporting to the Head of Marketing.

*Recommendation from Luis Abril Mula, CEO of Publidisa (+34 6077260): "Jose Pablo Fernandez worked for our company and he showed enormous skills while he was developing our goals together with his colleagues".*

### **Skills & Top Activities:**

- **Analytics:** Monitoring, Advanced Analytics, Reporting, Strategy.
- **Marketing Automation:** Eloqua, Pardot, Marketo, Salesforce.
- **Digital Marketing:** SEO, Content Marketing, Blogs.
- **Paid Traffic:** Google Adwords, Facebooks Ads, Twitter Ads, Custom Remarketing.
- **Front-End Development:** HTML5, CSS3, JAVASCRIPT.
- **Web Development:** PHP7, MYSQL, SQL, JSON.
- **CMS Customization:** Prestashop, Joomla, Wordpress.

