

ERIC SALAT BADIA

Frontend Developer

Web developer combining technical expertise with an entrepreneurial outlook. Experienced in web programming and marketing strategies, enabling me to conceptualize projects from inception to monetization. Focus on crafting intuitive, effective interfaces to drive high conversion rates, sales, and leads.



WORK EXPERIENCE

Digital Response — *Frontend Developer*

January 2023 – Present (Barcelona)

- Implemented more than 100 email campaign layouts using HTML, CSS, and JavaScript for CaixaBank ensuring compatibility with all email clients and apps.
- Execution of pixel-perfect layout based on mockups provided in Figma and Adobe XD. Component testing with Email on Acid.
- Utilizing Adobe Campaign and JSP development to deploy Customer Journey campaigns while conducting A/B Testing.
- Creation of design systems and custom UI components for email marketing targeting banking and retail clients (Bershka, Pull&Bear, Stradivarius).
- Collaborating closely with a cross-functional team of over 25 individuals from business, design, and layout departments. Proficient in pair programming with developers and designers.
- I have developed customer journeys that have generated over 1 million euros in sales.

Arian International Project — *Web Developer*

June 2022 – October 2022 (Barcelona)

- Developed websites using HTML, CSS, and JavaScript, also Wordpress and Elementor, ensuring high-quality code and functionality.
- Implemented responsive design techniques to optimize website display across various devices and screen sizes.
- Optimized website loading time, improving user experience (UX) and user interface (UI).
- Integrated measurement tools to track and analyze data for digital marketing campaigns.
- Automation of tasks and work processes using Zapier.

Polièdric — *SEM/PPC Specialist | Digital Marketing*

June 2021 – March 2022 (Vilafranca del Penedès)

- Managed pay-per-click advertising campaigns including the strategy, design, implementation, measuring and analysis of ad performance in Google Ads, Facebook Ads, Amazon Ads.
- Installation of pixels and measurement tools using Google Tag Manager and JavaScript.

- Regular meetings with clients to analyze results and redefine digital marketing strategies and SEM campaigns.
- SEO website audits and strategy design for enhancing search engine rankings.
- Met customers regularly to analyze results and redefine marketing strategies.
- Creation of dynamic reports using Google Data Studio.
- Invested +10.000€ monthly in campaigns and increased ROI +300% in different client businesses.

SKILLS

★ HTML
★ CSS
★ Javascript
★ Typescript

★ React
★ Next.js
★ Astro
★ Bootstrap

★ Tailwind
★ Storybook
★ Git
★ Figma

PROJECTS

Apps Factory —Judge of the competition

November 2023

- Evaluated 4 mobile application projects in key areas: business model, monetization, and software development.
- Collaborated in selecting the winner through consensus with other members of a professional software programmer jury.
- Presented the award to the winning team during the awards ceremony.
- Developed critical skills in project evaluation and collaborative decision-making.

Ainkaa — Project Manager & Frontend Developer

March 2021 – July 2021

Startup creation project. Developed an MVP for a web application, a service and skills exchange marketplace. Under the guidance of Wallapop and Aspasia Catalunya

- Programming in HTML, CSS, Javascript, React, and Firebase.
- UX/UI design in Figma.
- Business, financial and viability plan creation.
- Marketing plan development and market research.
- Elevator pitch and funding search.

Aplicación inmobiliaria — Frontend Developer & Business

December 2022 – Present

Startup creation project. Developed an app for renting, buying, and selling apartments and rooms in Barcelona, streamlining lease processes and cutting costs.

EDUCATION

Web Development - Professional Certification (560h) — Aspasia Training Services Institute

February 2022 – September 2022

- Coded with HTML 5, CSS 3, JavaScript and PHP.
- Coded with pre-processor PUG and SASS. Libraries: Bootstrap 5, React, Next.js

AppsFactory — Aspasia Training Services Institute

September 2020 – July 2021

Transversal training in the creation of startups based on mobile apps. Disciplines:

- Programming in HTML 5, CSS 3 and JavaScript.
- Business and funding plans.
- Marketing and market research.
- UX / UI design using Figma, Adobe XD, and Balsamiq.
- Product design.
- Agile and Lean Startup methodologies.

BA in Media and Cultural Studies — University of Barcelona

2015 – 2020

Cross-sectional studies on the media and the creative industries: from product creation to promotion.

IDIOMAS

★ Spanish (Native)

★ Catalan (Native)

★ English (C1)