

ÈRIC 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 email campaign layouts using HTML, CSS, and JavaScript for CaixaBank.
- Developed responsive programming to ensure proper display across various email clients. Conducted testing with Email on Acid.
- Executed pixel-perfect and detailed designs based on mockups provided in Figma and Adobe XD.
- Published and monitored Customer Journey campaigns using Adobe Campaigns.
- Contributed to the layout of journeys that generated over 1 million euros in revenue.

Arian International Project — Web Developer

June 2022 – October 2022 (Barcelona)

- Developed websites using HTML, CSS, and JavaScript, 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.
- Collaborated with cross-functional teams to ensure seamless integration of design, content, and functionality.

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.
- Invested +10.000€ monthly in campaigns and increased ROI +300% in different client businesses.
- SEO website audits and strategy design for enhancing search engine rankings.
- Met customers regularly to analyze results and redefine marketing strategies.

SKILLS

- ★ HTML
- ★ CSS
- ★ Sass
- ★ Javascript

- ★ React
- ★ Next.js
- ★ Astro
- ★ Storybook

- ★ PHP
- ★ Figma
- ★ Google Ads
- ★ Google Analytics

PROJECTS

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)