

ÈRIC SALAT BADIA

Front End Developer & Digital Marketing

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🔄 EricSalat



ericsalat.com
(portfolio)



I am a hybrid profile. I combine my technical training in web programming with knowledge in marketing and communication. These disciplines give me a global vision of projects, from creation to monetization. I focus my web design and development work on improving traffic funnels, sales and converting leads. My multi-skilled background has given me skills such as speaking in public, teamwork, client meetings and metrics and data analysis.

PROFESSIONAL EXPERIENCE

Front End Developer

Arian International Projects (freelance)

📅 06/2022 - 10/2022 📍 Barcelona

- Website development with HTML, CSS and JavaScript.
- Adaptation of responsive design to different devices.
- Improved website loading time, UX and UI.
- Incorporation of measurement tools for digital marketing campaigns.

SEM/PPC Specialist | Digital Marketing

Polièdric

📅 06/2021 - 03/2022 📍 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.
- Met customers regularly to analyze results and redefine marketing strategies.
- Audit customers webpages SEO and designed strategies to improve it.

Front End Developer & Manager

Apps Factory

📅 2021 - Actualidad 📍 Barcelona

- Start-up creation program for young people to create a viable mobile app. Includes:
- Coded with HTML 5, CSS 3, Javascript and React.
- Designed UI and UX experience. Prototyped with Figma and Balsamiq.
- Created business and viability plans.
- Maked marketing plan and benchmarking.
- Elevator pitch and MVP presentation for financing search.

EDUCATION

Web Developement - Professional Certification (560h)

Aspasia Training Services Institute

📅 2022 📍 Barcelona

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

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.

SOFTWARE

- Google Ads
- Amazon Advertising
- Facebook Business Manager
- Semrush
- Figma
- Adobe Photoshop
- Adobe Premiere Pro

LANGUAGES

Catalan ●●●●●
Native

Spanish ●●●●●
Native

English ●●●●●
FCE