

# ÈRIC SALAT BADIA

## Web Developer

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🔄 EricSalat



ericsalat.com  
(portfolio)



I am a hybrid professional who combines a strong technical background in web programming with experience in marketing and communication. This blend of skills enables me to have a comprehensive understanding of projects, from their inception to monetization. My focus lies in design and development to optimize traffic funnels and drive lead conversion and sales. My diverse career path has provided me with skills in public speaking, teamwork, and client meeting management, supported by a solid analytical capacity.

## PROFESSIONAL EXPERIENCE

### Front End & Email Developer

#### Digital Response

📅 01/2023 - 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.

### Front End Developer

#### Arian International Projects (freelance)

📅 06/2022 - 10/2022 📍 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.

### 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.

## 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.

## SKILLS

- HTML
- CSS
- JavaScript
- React
- Next.js
- PHP
- Node.js
- Figma
- Google Ads

## LANGUAGES

**Catalan** ●●●●●  
Native

**Spanish** ●●●●●  
Native

**English** ●●●●●  
FCE