08870 Sitges (Barcelona)
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[Linkedin](#)

Pere Badia i Lorenz

Digital Communication, AI & Technical Management Specialist

CORE COMPETENCIES

Senior professional with over 25 years of experience at the intersection of technology, operational management, and communications. Expert in implementing digital solutions through Generative AI (Gemini), multimedia content creation, and political strategy.

EXPERIENCE

Digital Projects 2020-present — Project & Communications Manager

- **Web Development & Digital Products:** WordPress website design and creation of functional applications: *Cercavins* (digital sommelier), *Art Sitges* (news aggregator), and *Sitges Walk* (interactive guide).
- **Communication Strategy & SEO:** Led the "Fets per Sitges" campaign and content optimization to improve search engine rankings.
- **Multimedia Content Creation:** Professional video editing and motion graphics using DaVinci Resolve and After Effects.
- **Analysis & Opinion:** Regular columnist for *L'Eco de Sitges*, providing critical insights on local current affairs.

Vilaviniteca, Barcelona — *Sales Advisor 2016 - 2020*

- pecialized customer service and management of high-end wine products.
- Responsible for daily cash closing, stock control, and maintaining store quality standards.

Fundació IDEA, Barcelona — *IT Director 2014-2016*

- General management of the company dedicated to banking services.
- Supervision of facilities and operational quality management of projects.

Vallès Egara S.L.U., Terrassa — *Manager & Founder 2010 - 2014*

- General management of the company dedicated to banking services.
- Supervision of facilities and operational quality management of projects.

TECHNICAL TOOLS

- **Generative AI:** Gemini (Google), ChatGPT (OpenAI), Prompt Engineering.
- **Development & Web:** WordPress (Expert), Python (Pandas, BeautifulSoup for scraping), Basic HTML/CSS.
- **Multimedia Editing:** DaVinci Resolve, Adobe After Effects, Photoshop.
- **Management & Productivity:** Advanced Excel, Google Workspace, Cybersecurity Fundamentals.

KEY ACHIEVEMENTS

- **AI Innovation & Development:** Created *Cercavins*, a digital sommelier using Generative AI to personalize user experience in the wine industry.
- **Automation & Big Data (Python):** Developed *Art Sitges*, implementing custom crawlers and scrapers for real-time automated capture and analysis of cultural data.
- **UX Design:** Implemented *Sitges Walk*, an interactive tool enhancing accessibility to local information through optimized web design.
- **Communication Strategy:** Led the digital campaign for "Fets per Sitges" (achieving institutional representation) and served as a long-term political analyst for *L'Eco de Sitges*.
- **Operational Optimization: Led comprehensive outsourced services for banking entities, ensuring compliance with quality KPIs and coordinating projects in high-demand environments.**

EDUCATION

U.N.E.D. — *Political Science*

Three years completed. Specialization in data analysis, sociology, and communication strategy.

Vocational Training (FP II) IT Systems — *Escoles Salesianes de Sarrià*

Technical degree in hardware architecture, systems, and programming.

LANGUAGES

- **Catalan and Spanish:** Native / Bilingual.
- **English:** Technical proficiency.