

# Name: Alexander Javier, Surname: Rojas Gomez

Single, 37 years old

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Cizitenship: Venezuelan

## OBJECTIVE

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- Identify the most effective way to grow a digital service or product through processes that allow designing, measuring and experimenting with consumer behavior.

## QUALIFICATIONS SUMMARY/ AREAS OF EXPERTISE

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- 18 years of experience as a web designer, in addition to working in areas such as graphic design, editorial design, digital marketing and growth hacking. My experience led me to specialize in marketing and find ways to meet consumer needs.

## PROFESSIONAL BACKGROUND

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- **[March/2014 – at Present] – Freelance (Venezuela)**

Digital Marketing | Web Design

I manage and advise companies that want to improve their presence on the web, through proposals that allow them to reach the desired audience with the right message.

With my experience in the area of web design and development, I focused on the world of Marketing and transferred my technical knowledge to support campaigns and digital management at the business level.

During these years I've been working with Google and Facebook Ads, planning and creating campaigns for search, shopping and social networks.

- **[January 2011 – December 2013] – Infocuss Publicidad (Venezuela)**

Web Design | Digital Marketing | Graphic Design

Website design and development, advertising strategy to reinforce marketing campaigns, brand development consulting in social networks and also design and development of print media.

My experience with Infocuss was gratifying as it allowed me to recognize all the aspects that surround an advertising agency.

- **[September 2005 – December 2010] – Mega Byte (Venezuela)**

Web Design | Web Development | Mobile Design

Throught my Mega Byte experience I was able to learn more about web design and development and I was allowed to be part of higher performance projects, including the development of web applications for Android.

I designed websites using XHTML, HTML, CSS and Flash that are standards compliant, SEO optimized, and multi-browser compatible.

## ACADEMIC BACKGROUND

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- Bachelor of Business Administration Marketing, UNITEC, July 2018.

## LANGUAGES AND SKILLS

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- Spanish – Fluent (native)
- English – Intermediate
- Good computer skills (Excel, Word, PowerPoint) and CRM systems.
- HTML5, CSS3, JavaScript.
- Bootstrap, WordPress, PrestaShop.
- Google: Search Console, Merchant, Ads and Analytics. Facebook Ads.
- Adobe Creative Suite (Photoshop, Illustrator, DreamWeaver, XD, After Effects, Premiere).
- Visual Studio Code, Sublime Text, FTP, SSH.
- Work under pressure.