



# Camilo MORENO

## CONTACT

### Email

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### Twitter

@cmorenok

### Location

Saint-Maur-des-Fossés (94)  
France

## EDUCATION

### Master's degree in digital journalism.

SCIENCES PO.  
Paris. France. 2014.

### Master's degree in literature

Universidad Nacional del Litoral -Santa Fe, Argentina. 2011

### Courses and MOOCS

- Digital Marketing Certificate (Google - 2021)

- Doing Journalism with Data (European Journalism Center)

- Intermediate Skills in R and Python courses (DataCamp)

- R for journalists: How to find great stories in data (Knight Foundation)

- Create maps, charts and infographics with Adobe Illustrator (Creative Edge)

## LANGUAGES

- **ENGLISH** - Full professional proficiency - IELTS 8/9
- **FRENCH** - Bilingual
- **SPANISH** - First language.

## PROFESSIONAL EXPERIENCE

**GROUPE LES ECHOS**- Sep. 21 - Mai 22. Senior Audience Manager

Missions: Management of data analysis, reporting and dashboarding for measuring and improving the social network's performance of Les Echos, Les Echos Start, Investir, Capital Finance and Radio Classique media players. Creation and monitoring of Social Media strategies.

Key achievement : Rose traffic from 1.5M to 3M per month in Les Echos Start thanks to an effective and data oriented evergreen content distribution strategy.

**GOOGLE** - Senior Associate Consultant In Data & Innovation (Through Cognizant Technology Services).Aug. 19 - Feb. 21. Paris.

Missions: Managed and assured the day-to-day technical operations for three global Google funds related to journalism worth 130+ million euros and distributed in 90+ countries: [The Innovation Challenges](#) (100+ projects), The Digital News Initiative (600+ projects) and the [Journalism Emergency Relief Fund -COVID-19- \(5000+ projects\)](#).

Data analysis (SQL, R, Google Sheets) and creation of automated dashboards (Google Data Studio ) from quantitative and qualitative data.

JavaScript programming of Google App Scripts for automated tasks like sending emails and creating hundreds of word documents.

**INFOPRO DIGITAL**- Oct. 18 - Aug. 19. Paris. Data Journalist.

Missions: Managed research, data analysis (R and MySQL databases) and wrote technical briefs for over 200 open data indicators from a wide variety of topics (from housing to local finances and economics ) for [Open Data Gazette](#). A data analytics insights tailored for the French public administration. Writing of press articles and creation of data visualisations for extracting relevant insights.

**POLYGRAPH** - March 18 - July 18. Google Trends expert.

Missions: Projet management of the World Cup data visualisation project: [How the World is Searching the World Cup](#). (200K+ Page views, 90+ press articles). Handled data modeling, scripting and communications outreach.

**GOOGLE** - Aug. 16 -Feb. 18. Paris. Google Trends data curator (Via Kelly)

Missions: Foster the use of Google data (Trends and YouTube) with the French and European media by creating partnerships and collaborative data visualization projects.

Key projects: [French presidential election](#) (101 million television viewers. Project management of Trendselection.fr data visualization (78K p. views) Event management of first boot camp for data journalists in France.

**CFJ | L'ECOLE W | OUEST-MEDIA LAB** - Nov. 2016 and Feb. 2018. Data journalism educator

**WEDODATA** (Freelance). From Aug. 14 to Mar. 16. Paris. Data journalist Research, data analysis and editorial insights for print and interactive infographics.

## SKILLS

### Technical Skills

- Data Analysis and scripting : Google Sheets,/ App Script Excel, R, SQL, Open Refine. Python.
- Data Visualisation: DataWrapper, Flourish, Tableau and Google Data Studio
- Web Design: HTML/CSS/JS

### Professional Skills

- Problem Solving
- Entrepreneurial spirit
- Listening skills
- Pedagogy
- Storytelling

## AWARDS AND INTERESTS

- Winner of the 2014 Google-Sciences Po award of innovation in journalism schools with [Combien gagne mon voisin ?](#) Data visualization app.

- Passioned about innovation and storytelling. Hobbies: harmonica ([one self-produced album](#)) and creative writing (short stories published in Spain, Argentina and Colombia).