

# CV

## ALEX HERRERA BRIETZKE



26 YEARS OLD, SPANISH



+34 689 920 691



alexela.14@gmail.com



axeldp.github.io



alexela14.wixsite.com/alexherrera



### EDUCATION

Spanish ESO Degree  
Zürich Schule Barcelona  
1998-2011

Swiss Mature Certificate - Highschool Degree  
Swiss School of Barcelona  
2011-2013

with distinctions  
1st price project

Architecture  
ETH - Swiss Federal Institute of Technology, Zürich  
2013-2015

selected for Erasmus  
programm abroad

Marketing & Digital Communication - Bachelor Degree  
EAE Business School Barcelona  
IBS Budapest (Erasmus)  
2017- 2021



### EXPERIENCE

Septembre 2020 - present Barcelona (Spain)

#### ■ Innovation Group - **Back Office Agent**

Data handling for the german car insurance market. Inbound calling. Use of CRM and ERP.

December 2020 - July 2021 Remote

#### ■ Green Tomato Media Ltd. - **Junior Project Manager**

Youtube Video and Channel creation, development and optimization. Production follow-up with Marketing team. SEO improvement for the Youtube Search Engine. Parallel website creation with Wordpress.

February 2019 - December 2020 Barcelona (Spain)

#### ■ Salvador Models & Actors S.L. - **Community Manager & Scouter**

Responsible for company's social media accounts (Instagram, Facebook, Youtube and LinkedIn). Creating, scheduling and promoting content. Monitoring and reporting account and ads metrics weekly. Scouting new models for the agency, with a active role in the process (Selection, contact, representation contract signing and web upload).

April 2016 - July 2017. Zürich (Switzerland)

#### ■ Fischer Architekten AG - **Inter Design Team**

I gained an insight and sensitivity of a big company organization and structure, achieving different administrative tasks and taking part of several meetings with various clients and investors. Parallel developing of handcraft and digital skills throughout different ongoing design and construction projects.

October 2015 - January 2016. Zürich (Switzerland)

#### ■ Concert Media AG - **Promoter**

Promotion of several classical music concerts all around Switzerland (Bern, Basel, Geneve, Luzern and Zürich).

January 2013 - February 2015

#### ■ One Day Co. - **CEO & Founder**

Online fashion brand. Head in Produc Design. Online Marketing (Content promotion through targeting ads in Facebook and Instagram).



### AWARDS

#### ■ First Price - Structural Design Final Project

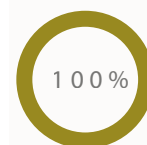
Hangar-hall structure project. Prof. Philippe Block, ETH Architecture Zürich.

#### ■ Selected Work - Media in Architecture & Art

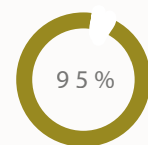
One of the three selected final project to be exposed in Labitzke Museum Zürich. Work based on a mix of drawings, video footage and audio related to abandoned civil war bunkers in Catalonia. Porf. Karin Sander, ETH Architecture Zürich.



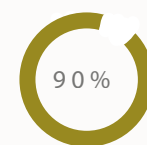
### LANGUAGES



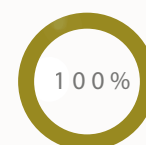
Spanish  
mother  
tongue



German  
C1. Near  
native



English  
C1



Catalan  
C1. Native



### SKILLS

#### Programming

R

SQL

Python

HTML

#### ■ Architecture

ArchiCad

Sketchup

Vectorworks

#### ■ Graphics

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe Lightroom

Adobe Premier Pro

#### ■ Web

Google Analytics

Facebook Ads

Wordpress

#### ■ Audio

Ableton Live

Logic Pro



### JOBS

#### Summer season 2018, 2019 & 2020

Carrier

Relocation of private clients and large companies  
Welti Furrer AG & Papatti AG - Switzerland

#### From 2016 to 2020

DJ

Hotel Ciutat Comptal - Barcelona, SPN

Carpe Diem Beach Club - Barcelona, SPN

Babette Club - Zürich, CH

Selina - Panamá City, PTY

#### Winter of 2015

Laborer

Renovation of an old farm into a student house  
with 8 rooms. Manuela Ferrari Projects - Switzerland