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Personal Website

Competencies
sur 5 ★

Languages

Français	★★★★★
Anglais	★★★★★
Espagnol	First Language

Management

CMS ★★★★★
Wordpress

Project Management ★★★★
Notion - Trello
Suite Office

Web

Front-End ★★★★
HTML - CSS - JS

Web copywriting ★★★★

Web Analysis ★★★
SemRush
Google Analytics

Visual Communication

Graphics ★★★★
Suite Adobe
Canva

Conception ★★★
Figma - Adobe XD
Miro

Video ★★

certificates

Advanced Responsive Web Design
Graphic Design Using Adobe
Digital Marketing : SEO, Social Media & Content
Appliquez la Psychologie au Design
Google Analytics Avancé

Juan Camilo DEL BUSTO
Web Communication and Marketing
Available immediately in Paris

Professional Experience

Project Manager - Communication Marketing

Telecom SudParis

2022 - 2023 **Internship in Paris**

French engineering school - 50 to 200 employees

Missions
- **Web design and animation**
- **Visual communication** of informative content and events
- **Digital project management** to promote academic programs on social networks
- Creation of **Marketing Persona and User Journey** to target recruitment of future students
- Participation in updating the content of the official website

Results
- **Creation and management of 2 multilingual websites** (English and French) for over 2000 students
- **Participation in obtaining the** "Welcome to France" label by Campus France, achieving the maximum rating of three stars

Digital information manager

ScotiaBank

2017 - 2019 **CDI in Bogotá**

Canadian multinational bank - 90,000 employees

Missions
- **Digital project management** for employee information administration, mainly in Canada and other parts of the world
- **International communication in English** to implement new HR processes in Colombia

Resultats
- Training 60 people in the use of a new internal information management tool.

Education

Master in Multilingual Website Design, Localization and Content Management

2022 - 2023 **University of Strasbourg**

Academic projects
- **Responsible for publishing, proofreading and implementing SEO** strategy for university blog articles
- **Management of digital marketing projects** to promote the master's degree on social networks

Degree in Psychologie

2013 - 2017 **Univeristy of Los Andes**