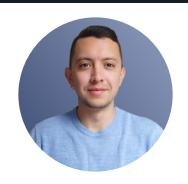
Juan Camilo DEL BUSTO

Web Communication and Marketing

Available immediately in Paris

+33 06 15 23 49 52 jc.del1061@gmail.com

Personal Website



Competencies sur 5 ★

Languages

Français $\star \star \star \star \star$ Anglais $\star \star \star \star \star$ Espagnol First Language

Management

Web

Front-End

HTML - CSS - JS

Web copywriting

Web Analysis

SemRush

★★★

★★★

Visual

Communication

Google Analytics

Graphics

Suite Adobe
Canva

Conception

Figma - Adobe XD

Miro

certificates

Video

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

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

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

University Of Strasbourg

Master in Multilingual Website Design, Localization and Content Management 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

University of Los Andes

Degree in Psychologie