+33 06 15 23 49 52

jc.del1061@gmail.com

Linkedin

Personal Website

Paris, France

Juan Camilo DEL BUSTO

LANGUAGES

- French - C1
- Spanish (navite language)
- English - C1

Computing skills

Web Content Management
- Wordpress
- SEMRush - SEO
- Google Analytics
- Moodle

Web development
- HTML5, CSS3 & Bootstrap
- PHP
- JavaScript - Json
- Sass

Design
- Adobe
  - Photoshop
  - Illustrator
  - InDesign
  - XD
  - Premiere Pro
- Figma
- MIRO (user conception)
- CANVA

Project Management
- NOTION
- ASANA
- TRELLO

Professional experience

2022 - 2023   **Project Manager Web - Marketing & Communication**
Télécom SudParis / France

- **Design and animation of web communication** for 2 multilingual sites (English - French)
- **Visual communication** of informative content and events on campus
- **Creation of digital projects** to promote academic programs on social networks
- **Creation of Marketing Persona and User Journey** to target recruitment of future students

Main achievement

- Identify the differences between the English and French content of the official Telecom SudParis website in order to create a mirror effect between the two versions, with the aim of obtaining certification as an international university.

2017 - 2019   **Digital Information Management**
Scotia Bank / Colombie

- **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
- **Collaboration with multicultural team**s to achieve objectives in processes such as: new hires, end of contract and work absences

University education

2022 - 2023   **Master - Multilingual Web Communication**
University of Strasbourg / France

- Communication, localization and Web writing
- Web design and animation
- Project management
- Digital marketing and community management
- Visual and audiovisual communication

Main achievement

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

2013 - 2018   **Psychologie - Degree**
University of Los Andes / Colombie

- Understanding the user from a socio-cognitive point of view
- UX / UI: Web design
- Awareness of writing and human sciences

Certificates

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