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Paris (94140)
Professional Website



Competencies

sur 5 ★

Languages

Français Full Professional
Anglais Full Professional
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

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** of a community of 2000 students
- **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
- **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