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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