

# 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 ★★★★★

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

## 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