



Diego Martinez Lopez

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Summary

Highly motivated individual with a strong technical background, passionate about innovative technical solutions, great team player, able to think not only from an individual but also from a team perspective and optimize internal team processes.

Experience



Technical Writer

Freelancer

Apr 2021 - Present (2 years 6 months)

- Updating and managing content for the company's wiki in Confluence , ensuring information is accurate, up-to-date, and visually engaging.
- Using Confluence to create dashboards, present data, and media content using DAM to enhance the overall user experience from project plans to meeting notes, troubleshooting guides, third party tools, policies, and more.
- Collaborating with different teams and individuals to collect necessary information and consolidate data from various sources.
- Researching and analyzing technical documentation to gather relevant details and integrating them into the Confluence pages.
- Planning, organizing and structuring information in a clear and coherent manner, making it easily accessible for users.
- Ensuring that all content meets established standards for quality, consistency, and accuracy (style guides) .
- Act as a liaison between teams to facilitate the collection of information and ensure all relevant data is included in the documentation.
- Collaborate with subject matter experts to understand complex technical concepts and translate them into user-friendly language.



Finance and Accounting Process Specialist

Capgemini

Nov 2019 - Nov 2020 (1 year 1 month)

- Communicating with clients to discuss account statuses, charges, or discrepancies.
- Establishing and maintaining a good relationship with clients at all levels
- Verifying and timely processing financial data through the different tools and systems
- Reconciling customer accounts (invoices).
- Maintaining accurate and complete records, including ledgers, journals, invoices and receipts.
- Proactively sharing knowledge and best practices.



Marketing Specialist (Google Ads)

Cognizant

Dec 2018 - Jun 2019 (7 months)

- Managing all aspects of Google Ad campaigns.
- Creating and optimizing advertising campaigns and paid search landing pages,.
- Analyzing and optimizing ad campaigns to increase return on investment (ROI).
- Using Google Ads to drive a variety of online marketing campaigns.
- Analyzing and optimizing pay-per-click (PPC) campaigns to increase ROI.
- Developing PPC strategies to increase online visibility.



Web Content Reviewer

Nov 2017 - Nov 2018 (1 year 1 month)

- Ensuring that all content is compliant with industry standards and best practices, such as HIPAA or FTC regulations.
- Conducting research to identify potential sources of information for the content.
- Reviewing the content to ensure that it is consistent with the company's mission statement, brand identity, and voice.
- Evaluating the appropriateness of images and other multimedia elements in the piece.
- Suggesting changes to the content to make it more effective or appealing to readers.
- Revising content to meet audience needs by adding or removing material.

Education



I.E.S. Mollet

NHC Automotive Engineering (CFGS Automoción), Thecnology
2010 - 2012



I.E.S. Alba del Vallés

Bachillerato Científico-Técnico (A-Level , techonologies and science)
2008 - 2010

Licenses & Certifications



JavaScript 2020 - Udemy

UC-67f1d0d9-7108-4e24-ac3f-da1e59a8ad62/



Python 3 Certified - Pentalog HR

548637



Responsive Web Design - freeCodeCamp



Learning Confluence 2018 - LinkedIn

Skills

Front-End Development • Mockups • Application Programming Interfaces (API) • User Experience (UX)
• Google Search • Search Engines • Content Management Systems (CMS) • Teamwork • Digital
Marketing • Advertising