

# ERICK OLIVARES

## Informatics Engineering

### CONTACT

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### LINKEDIN

- <https://linkedin.com/in/ezea-247/>



### PROFILE

Organized and with broad criteria to assume new work responsibilities, with efficiency and great sense of commitment. Eager to be part of a company that allows me to grow personally and professionally. In addition to the qualities of creativity, initiative and order; I will prove to be a person properly able to perform the assigned functions.

#### Areas of Interest:

- Digital Analytics and Web Optimization
- UI/UX Design

### SKILLS

- Intermediate English
- Office: Word - Excel - Powerpoint
- Software:
  - Power BI | Bizagi Modeler
  - Figma | Adobe Illustrator
  - Google Tag Manager, GA4 & Looker Studio
- Programming:
  - GIT / GitHub
  - C++ / C#
  - Python | Java
  - SQL | Big Query
  - HTML5 | CSS3 | Javascript
  - Libraries: Bootstrap / React JS
  - Frameworks: Next.JS
- SEO / SEM
- Analytical and Decision Making Skills
- Teamwork
- Project Management & SCRUM

### EXPERIENCE

#### NEW PRODUCTS DEVELOPER

FINNERVE | MARCH 2023 - MAY 2024

- Product customization for new projects.
- Development of new functionalities for the product.
- Development of reports within the environment.
- Project Management

#### DIGITAL MARKETING ASSISTANT

AURI DATA EIRL | MARCH 2020 - DECEMBER 2022

- UX / UI Design: Wireframes, Mockups and Prototypes.
- Web Development: WordPress (CMS) / HTML5 / CSS3 / JS
- Campaign Management (SEM) in Google Ads & LinkedIn Ads.
- Digital Analytics with GA4 / Tag Manager / Hotjar.
- Reporting with Looker Studio / Power BI
- Technical SEO & WPO / Email Marketing
- Project Management

#### SALES ASSISTANT

AURI DATA EIRL | DECEMBER 2019 - FEBRUARY 2020

- Elaboration of Quotations - Follow-up of Client Portfolio.
- Elaboration of Introduction Letters & Flyers. Advertising in RRSS.
- Product Delivery, Compliance and Support.

### EDUCATION

#### INFORMATICS ENGINEERING

Pontificia Universidad del Perú (PUCP) - 10°

#### PROJECTS

- Mi Tutora ( August 2022)
- Odiparpack SW ( March 2022)
- TeacherSoft (July 2021)

### CERTIFICATIONS

#### PROFESSIONAL CERTIFICATION GOOGLE ADS SEARCH

GOOGLE SKILLSHOP | JUNE 2024

#### DIGITAL CAMPAIGN PLANNING & MEASUREMENT

PLATZI | NOVEMBER 2023

#### GOOGLE ADS DISPLAY COURSE

PLATZI | OCTOBER 2022

#### GOOGLE ANALYTICS ADVANCED

GOOGLE ANALYTICS | APRIL 2022

#### UI DESIGN

ED TEAM | DECEMBER 2021

#### UX/UI INTERFACE DESIGN FUNDAMENTALS

PLATZI | NOVEMBER 2023

#### GOOGLE ANALYTICS INDIVIDUAL QUALIFICATION

GOOGLE SKILLSHOP | MAY 2023

#### GOOGLE TAG MANAGER FUNDAMENTALS

GOOGLE ANALYTICS | JULY 2022

#### SEO & WEB ANALYTICS

ED TEAM | JANUARY 2022

#### THE LANGUAGE OF DESIGN

CALARTS | MARCH 2021