

Pelayo Trives

Junior Front-End & Multimedia Developer

I am an enterprising person looking to grow professionally in the IT industry. My professional skills are diverse and cover sectors from **design** and **digital marketing** to **programming** and **digital strategy**. I have extensive **work experience** and strong **design thinking mindset**, **resilience**, **creativity** and **innovation**.

WORK EXPERIENCE

SEO & SEM Specialist

Jun 2021 – Jan 2022

123 Innovation Group SL - Einnova (Madrid, ES)

- Improved the sales of 4 clients by 35% through web optimization.
- Optimized the campaign budget of 5 clients by 50% with an increase in ROI improvement of 15%.
- Debugged the code of more than 10 PHP templates in WordPress.
- Increased visibility on social networks by 40%.

Social Media Assessor

Mar 2020 – Oct 2020

Lionbridge Technologies, Inc. (Madrid, ES)

- Performed content optimization tasks with rates above 85% effectiveness.
- Helped improve the SAP system.
- Promoted an improvement to the webinar system by optimizing the content rating tools and simplify the interface by 20%.
- Collaborated in 5 different censorship and content rating systems.

Multimedia Developer

Jun 2018 – Feb 2020

The Three Dragons SL / Freelancer (Madrid, ES)

- Supervised the digital business strategy of more than 8 clients and boosted the online reputation through the creation of SPA websites in JavaScript, HTML and CSS and landing pages in Wordpress.
- Polished the UX/UI of digital products for more than 6 clients.
- Developed 20+ multimedia products in different formats for B2C companies and private customers.
- Performed 50+ audits to increase customer sales ratio.

EDUCATION

Web Development Bootcamp

Apr 2022 – Jun 2022

Ironhack

- Development of web applications with HTML, CSS and JavaScript (Node, Express, React, MongoDB).

Degree in Multimedia

Sep 2017 – Feb 2022

UOC (Universitat Oberta de Catalunya)

- Minor in Sonic Arts and Creative Programming.

Advanced Course in Project Management

Jun 2017 – Jun 2018

VIU (Universidad Internacional de Valencia)

- Advanced University Course specialized in management, organization and supervision of IT projects.

HND - Creative Media Production (BTEC 5)

Jun 2014 – Jun 2017

CEV (Centro de Estudios del Vídeo)

- Degree specialized in creative programming and development of multimedia products.



CONTACT

- Madrid, ES (open to **remote**)
- +34 686 115 314
- pelayotrivespozuelo@gmail.com
- **Linkedin:** /pelayo-trives-pozuelo
- **Github:** /pelayotrives

SKILLS

Programming:

- HTML & CSS (Bootstrap, Tailwind, Bulma...)
- JavaScript (ES6, Node, React, Express, MongoDB, Handlebars...)
- Git & GitHub
- PHP & MySQL
- Processing & Arduino
- Postman

Main skills:

- A/B tests & Boolean algebra
- SCRUM, Kanban & Agile
- Lead segmentation and funnel

Other skills and tools:

- Adobe Suite & Figma
- SEO & SEM (Google Advertising)
- Canva, Trello & Miro
- Mailchimp & HubSpot

LANGUAGES

- **Spanish** (Mother tongue)
- **English** (C1 - C2)
- **Portuguese** (B1)
- **French** (A2)

OTHERS

- Web Design: Strategy and Information Architecture and Design Thinking For Innovation (Coursera)
- Responsive Web Design (freeCodeCamp)
- Microsoft Ads Certification