# rafa ferrera

Full-Stack Web Developer

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With a strong background in web development and digital marketing, my experience surrounds the development of web solutions using different technologies. My work has involved creating and maintaining landing pages, executing email marketing campaigns, integrating CRM systems to enhance business efficiency, and more.

I've also contributed to developing platforms based on Ruby on Rails and CodeIgniter, showcasing my abilities in front and back-end development. I am devoted to delivering high-quality web solutions that address the unique needs of my clients.

## EXPERIENCE

**2022 - Present**
ACCOM
Madrid

**WEB DEVELOPER**
Integration of CRM systems, execution and maintenance of Landing Pages, Email Marketing and Forms to capture leads.

`PHP` `CodeIgniter` `JavaScript` `jQuery` `SASS` `React`

**2022**
LCIbérica
Grupo Edelvives
Madrid

**RUBY ON RAILS DEVELOPER**
I worked on a Ruby on Rails-based educational platform project, taking a dual role in Front and Back-end development.

`Ruby` `Ruby on Rails` `JavaScript` `jQuery` `SASS` `MySQL`

**2021 - 2022**
IDNTT
MediaMarkt Iberia
Barcelona

**WEB DEVELOPER**
Assembly, editing, and distribution of Newsletters and Landing Pages. Handling and releasing digital content through CMS.

`HTML` `CSS` `WordPress` `PHP` `Emarsys`

**2021**
HolaMundo
Murcia

**WEB DEVELOPER**
Creation of WordPress pages with SEO optimization and digital content tailored to the web.

`WordPress` `HTML` `CSS` `PHP` `Photoshop` `Illustrator` `Figma`

**2020 - 2021**
Le Guide Noir
Madrid

**WEB DESIGNER**
Design and execution of Landing Pages, Newsletters, Popups, Forms, Abandoned Carts, and Slide-ins for lead generation.

`HTML` `CSS` `WordPress` `PHP` `Photoshop` `Illustrator` `Xd`

## EDUCATION

**2020**
Madrid

**FULL-STACK WEB DEVELOPMENT BOOTCAMP**
Le Wagon - #456

**2019 - 2020**
Madrid

**MASTER'S DEGREE IN DIGITAL GRAPHIC DESIGN**
Universidad Internacional de La Rioja - UNIR

**2014 - 2018**
Sevilla

**BACHELOR'S DEGREE IN AUDIOVISUAL COMMUNICATION**
Universidad de Sevilla