Curriculum vitae

PERSONAL INFORMATION

Álex Segura Lérida

📍 Carrer del Montsant, 7-9, 4-2, 08820 Barcelona (Spain)

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🌐 https://codepen.io/lerida

WORK EXPERIENCE

09/2017–01/2020 — Long Tail Specialist (eCommerce)
MediaMarkt Saturn, Barcelona

General maintenance of MediaMarkt's online store dropshipping system, working with a multitude of departments (B2B, Multichannel, Marketing, Database...), suppliers (MCR, Ingram Micro...), and manufacturers (ASUS, Nvidia, Trust, Logitech, Corsair...) to choose new products, and implement them on the site.

Here are some of the functions I did:

- Meet with suppliers who wanted to add their products to MediaMarkt's catalog, choose the items, and plan a space for them on the web.

- Introduce and integrate the items on the database, calculating prices and margins based on the company's guidelines.

- Add the items to the website by means of the LogiCommerce platform, choosing a title, a description, and images for each one, the content being provided by IceCat. I took care of SEO and implemented a way to add elements like graphics from the manufacturer's website by HTML.

- Setting up specific conditions for the items on campaigns like Black Friday and Christmas.

- Managed a team of two persons.

06/2017–09/2017 — Admin eCommerce
Muebles la Fábrica, Barcelona

Although it was a short experience, in Muebles la Fábrica I was part of a team of six persons that worked towards adding new items and collections to the online store.

I covered the following process:

- Pick a collection (ie, interiors).

- Add some items of that collection to the database using UNIX.

- Take pictures of the physical items in-store and their texture.

- Enhance those pictures and transform them with Photoshop.

- Simulate rooms with Photoshop and add the pictures to the simulation.

- Invent a name and description and bind it to the pictures.

- Upload that item to the online store using LogiCommerce.

02/2016–07/2016	**Data Entry (practices)** Aviation Island, Barcelona
01/2011–10/2015	**Receptionist** Plonger 2000, Barcelona

EDUCATION AND TRAINING

10/2015–06/2017	**GS Administración y Finanzas** INS Les Salines
06/2015	**Pruebas de Acceso Grado Superior**
10/2010–07/2012	**Educación Secundaria Obligatoria** CFA Terra Baixa

PERSONAL SKILLS

Mother tongue(s)   Spanish, Catalan/Valencian

Foreign language(s)

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
C1	C1	B1	B1	B2

English

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages - Self-assessment grid

Job-related skills
- Mechanography
- Excel
- LogiCommerce
- HTML
- CSS
- JavaScript
- jQuery
- SEO
- Photoshop
- Illustrator
- After Effects

Driving licence   A1, B