Oriol Bassols

Digital Marketing and Web Programming Specialist

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Summary

I am a **Digital Marketing** and **Website** and **Application Programming** specialized professional, with 5 years of work experience in the administrative and marketing field. Among my most outstanding competencies are integrity, creativity, teamwork, leadership and tenacity. My goal is to develop my professional career in the field of Digital Marketing and web programming.

Work experience

Associated partner in Web programming

01/2019 - 04/2019

Pro.Agency

Functions:

- Setting-up of a new website with Wordpress.
- Design and adjustment of multimedia materials.

In charge of Web Content (Internship)

01/2018 - 05/2018

APSOCECAT

Functions:

- Generation and update of web contents.
- Creation of new Web pages with Wordpress.
- Assistance and advice in technical and digital aspects.

Accountant

06/2016 - 12/2017

GEASFIM

Functions**:**

- Register of invoices for clients in the accounting program.
- Preparation of the clients' annual accounts.
- Drafting of reports on the accounting and financial situation of customers.

Marketing and Market Research Assistant

11/2012 - 05/2016

IMMARKET

Functions:

- Elaboration of the company's digital strategy.
- Management of the company's social profiles (Facebook, Twitter, LinkedIn, Google +, ...).
- Design of the new web page of the company.
- Preparation of digital tools for the company (forums, online surveys, etc.)
- Elaboration and analysis of digital questionnaires through Microsoft Access.
- Preparation of quantitative and / or qualitative reports of market studies.
- Compilation of price information online.
- Preparation of benchmarking reports of sector analysis and competition.

Succesful Projects:

- General and specific price-barometers for MAPFRE.

- Great price study for Liberty.
- Qualitative market study for IKUSI.
- Studies of telephone surveys for Clinicum Salut and other companies.

Achievements:

- Preparation of the template for the new website (with great acceptance by the manager of the company).
- Important improvements in the systematization of the processes of elaboration of the price reports.
- Successful management of online price collection teams, as well as the preparation of their respective reports.
- Successful elaboration of different qualitative benchmarking reports.

Marketing Assistant (Internship)

09/2012 - 11/2012

CO&COS COMUNICACIÓN THINK UP

Funcions:

- Research and development of new commercial tools.
- Collaborations in the creative development of marketing campaigns.
- Collection of data, images and information for the new proposals for advertising actions.

Marketing Intern

09/2011 - 06/2012

ACOFARMA

Functions:

- Preparation of orders in the store.
- Classification of documents and pharmaceutical products.
- Management of Pharmaceutical Company Databases.
- Synchronization of the different databases of the pharmaceutical products of Acofarma with those of all its associated pharmaceutical cooperatives in Spain.

Marketing Assistant

10/2009 - 06/2011

W.M.L. Serviconsa S.L.

Functions:

- General administration tasks.
- Billing and control of treasury.
- Logistical tasks.

Education

Front-End Programming Course

2019 - Present

IT Academy – Barcelona Activa

Course on Java, Visual Basic, Python and C

2018 - Present

CEPI-BASE

Diploma in Web Application Development

2016 - 2018

Centro de Estudios Stucom (Barcelona)

Masters Degree in Digital Marketing

2012 - 2015

La Salle Campus Barcelona – URL Ramón Llull University

- **Postgraduate course in Social Networks** (2014 – 2015)
- **Postgraduate course in Digital Marketing** (2012 – 2013)

Masters Degree in Marketing 2011 - 2012

Barcelona School of Management – UPF Pompeu Fabra University

Degree in Business Administration and Management 2005 - 2010

UAB Autonomous University of Barcelona

Languages

Catalan

Spanish

English

French

Traits

- Integrity
- Creativity
- Teamwork
- Leadership
- Tenacity

Skills

Systems

Mac, Windows, Ubuntu

Databases

MS Access, MySQL, MongoDB

Languages

HTML5, CSS3, Javascript, PHP, Java, SQL, XML, TypeScript, Sass, Jason, Visual Basic .NET

Frameworks

Spring, AngularJS, Angular8, Bootstrap, Hibernate, Squery, Ajax

Applications

Microsoft Office Suite: Word, Excel, Access, PowerPoint, Robomongo, Eclipse, Visual Studio, Netbeans, Photoshop, IntelliJ IDEA, Prezi, GIMP, Sublime Editor.

Others

Apache, Tomcat, Google Analytics, Google Adwords, SEO y SEM, MVC, Wordpress, Jhipster.

Other

Advanced Accounting Course 03/2016 - 06/2016

CEF (Center for Financial Studies)

Basic Accounting Course 10/2015 - 02/2016

CEF (Center for Financial Studies)

Certification in Google Adwords 2014

Google Partners

Effective Communication and Human Relations Course 2011

Dale Carnegie Training

Finalist in the Young Entrepreneurs Competition TotsSomPep 2011

Promoted by the UB, ESADE, IESE, Barcelona Activa, Panrico, Irestal and Sara Lee International.

AECA Scholarship for University students of Business Administration 2009

For being one of the three best academic records of the UAB, among those who applied for the Scholarship.

Driving license B 2007

Dirección General de Tráfico

Hobbies

- Playing Chess
- Reading Books and Novels
- Playing Paddle
- Working in modding programation of strategical games
- Hiking