

# manu medina

UX, AI, SEO, SEM, SMO, WEB ANALYTICS AND TEACHER

## experience

ISBAN (Santander Group) - Capgemini

**UX Senior Consultant and Project Manager - Interaction Designer**

*November 2011-Now*

Prototyping, Use Agile/Scrum methodology in Web Responsive y and hand interaction projects. Create screen design for tablets and smartphones for IOS, Android and Windows Phone. Management projects with Bootstrap, HTML5, CSS3 and Responsive Design. Tools that I use: Axure, Justinmind, Sketch, Invision, Photoshop, Taiga...

Escuela TAI

**Marketing Online Manager**

*October 2010 - November 2011*

Creating SEM and SEM campaign, landing pages optimization (tests A/B). Increasing conversion rate 150% front the year before. Usability improvements and in Architecture Information. Web Analytics and ROI reports. Leading Social Media and linkbuilding campaigns.

GTI Software & Networking

**Web Manager**

*July 2009 - September 2010*

Leading the web design team and Usability analyst. Working daily with Marketing Director, I&T department and Communication Department defining online projects. Helping with the Implementation SAP CRM in the company. Creating web Analytics and KPI's reports.

GTI Software & Networking

**Web Designer**

*July 1999 - July 2009*

Working with the B2B website and Intranet of the company. Creating online ads and emalings. Making prototypes of micro-sites y front-end developers. Creating corporate campaigns like: prospects, fidelization, breadth...

## personal projects

**Paseadordeperros.com Founder**

*April 2008 - Now*

Web that offer contact between people who have dogs and dog walkers

**Maspixel.com Co-founder**

*December 2010 - Now*

I&T blog about: programming, mkt online and web design

**Testeolab.com Co-founder**

*February 2013 - Now*

Firt Open Device Lab in Madrid where companies and freelances can test their apps and websites in our smartphones and tablets.

07/03/1978

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## education

**Graduate in Economics**

2003 - 2011 (while I was working)

URJC

**Certified in COMPUTING**

**DESIGN & MULTIMEDIA**, High

National Diploma from Business

Technology Educational Council

1996 - 1999

E.S.I.

## speaks

**Entrepreneur using SEO and SEM**

Event 04x10

November 2013

**Mobile First, 1º Open Device Lab en Madrid**

Madrid on Rails

November 2013

**SEO-SEM in Banks**

ISBAN

October 2013

**Responsive Design**

TU CAMOM

July 2012

**Marketing online Teacher**

Escuela TAI

October 2010- June 2011

**HTML5 ¡revolution!**

CIBALL

March 2012

## idioms

English: High level speak and write. Working in the US (12 months) and in UK studying (3 months).