



YouTube <sup>AU</sup> cv web designer



**MY VIDEO CV**  
<http://goo.gl/2UwkH>

## ANGEL CARRERA

I have **9 years of experience** in internet International Companies.

I am **co-founder of TRUCOFOTO**, a digital magazine about photography.  
<http://www.trucofoto.es>

I am one of the founding partners of **BARABARA** (charity). We achieved a 35% of increase in enrollment in Benín (Africa) with a summer camp.  
<http://www.barabaraorg>

## ACHIEVEMENTS

Redefinition of the online appointments process, **multiplying by three the appointments achieved.**

Online quote & buy process redesign, **multiplying by ten the number of online sales.**

Review and improvement of the emailing and newsletter sending process with significant increases in the Open Rate, CTR. (A/B Testing)

I placed the word "trucos de fotografia" **in the top 5 of Google.**

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# EXPERIENCE

### DIRECT ART & ONLINE MARKETING COORDINATOR BUPA SPAIN (SANITAS)

Branding, User Experience, SEO & Online Marketing projects of acquisition and retention thought emailing, landing pages, get quote, client area, social media and mobile.



### DESIGNER & WEB DEVELOPER DIRECT LINE

Design, accessibility, usability, Marketing and communication, redesign the website, emailings, presentations, etc.



### WEB DESIGNER & MULTIMEDIA COORDINATOR FUJITSU SERVICES

Technical Digital Media Networks at "Viajes Marsans". Making and installing advertising media in real time in all the offices, through of the head office monitor.



2005 - 2006

### GRAPHIC DESIGNER SUNDEEP GROUP OF COMPANIES - STEVENSON

Outdoor advertising (Diario Marca, El Mundo...), exhibitions, logos, brochures, presentations, flash for fairs...



**JOURNALIST**  
**LA RAZÓN, DIARIO YA, MADRID PRESS, EL ALMANAQUE**  
Freelance Copywriter for a different Digital Newspapers.

**WEB PROJECTS - SHORTH TIME**  
**DOMESTIKA.** Freelance: Making Web Sites & Branding.  
**SENASA.** Web Developer.  
**RETOUCHERIE DE MANUELA.** Web Designer.  
**ANAYA MULTIMEDIA.** Web Designer.



# EDUCATION

**MASTER OF WEB DESIGN AND INTERNET PROJECTS** 2004 - 2005  
TAJAMAR. (1000 HOURS)

**JOURNALISM DEGREE** 2003 - 2007  
UNIVERSIDAD COMPLUTENSE. MADRID

**TITLE SENIOR DIGITAL MEDIA EDITION** 2005 - 2007  
CENTRO UNIVERSITARIO VILLANUEVA. MADRID

**DIPLOMA IN PRIMARY EDUCATION** 2000 - 2003  
CENTRO UNIVERSITARIO VILLANUEVA. MADRID

### EDUCATION COMPLEMENTARY

- Usability / Accesibility - Online
- Radio Journalism - (420h.)
- Presenter Sports Editor-in Radio and TV - (260h.)
- Digital Photography Course - (100h.)
- Action Script 2.0 - (80h.)
- Advanced Design WEB - (80h.)
- 3D Studio MAX 7 - (80h.)
- CSS - (80h.)
- Linux - (80h.)
- Final Cut Pro - Online