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PROFILE

Online Marketer that designs and carries out creative Internet strategies to help websites increase their click-through and conversion rates. Able to quickly spot sites' usability issues by analyzing traffic data and proven ability to create strategies and content that will help you reach your conversion goals. Experience in writing for Web; in both Spanish and English. Highly independent, yet very comfortable working in teams. Specialties: Web Optimization, Email Marketing, and Content Strategies.

JOB HISTORY

In-house Online Marketer, PortStorage Group, Rotterdam (2010 – Date) – **Freelancer**

- Carrying out online marketing, sales and admin activities for a company that manages a database that has search tools to find information on tank terminals. Part-time role.
- Analyzed the site's performance in Google Analytics to then design and carry out web optimization actions on key pages.
- Scored sales by integrating an email marketing strategy into the sales funnel, this helped us to not only categorize users according to their needs but also approach them with relevant sales messages.
- Successfully used social media to both spot potential clients and get information to update and improve the quality of the database.
- Applied layout and content tweaks to the newsletter, which improved its open-click and click-through rates. Used my HTML skills to make changes on newsletter's layout.
- Co-wrote the content of the site's demo and translated news articles from Spanish into English.

Highlights: Optimized the site's sign-up page and the company's registration rates increased 29%.

Creative & Online Marketer, Greenpeace International, Amsterdam (2009) – **Freelancer**

- Created communication concepts to show Greenpeace's complex research findings to non-scientific targets.
- Designed a traffic generation mechanism based on Greenpeace's media coverage; not only was this project developed on my own initiative but also approved for a test.
- Involvement in online projects, such as the analysis of a digital community's first draft to then propose improvements upon it or working on a digital strategy for Greenpeace on Foursquare.
- Per project assignments that require working from remote.

Highlights: Created a 2-panel cartoon (out of a 16-page science research) for a press release in Bangkok; this assignment had a 24-hour deadline.

Online Marketer & Content Writer, Yarosa Entertainment, Rotterdam (Nov. '09 – May '10)

- **Wrote content** for Mobile and *iTV* apps in both English and Spanish; these 160 character long sentences were divided in an opening message, an offer and a CTA.
- Collaborated with the team responsible for creating the spots for *iTV* apps and mobile games.
- Created the company's newsletter as means of product showcase to make our clients refresh their apps' broadcast. Used my HTML skills to make changes on newsletter's layout.
- Designed landing pages for both data mining purposes and product showcase.

Highlights: Dealt with for-yesterday deadlines that sometimes required me to write up to 150 content sentences, which always got immediate approval to go live on TV.

Online Marketer, Enviu, Rotterdam (June – Dec. '09) – Volunteer

- Co-designed an online strategy for a digital platform that promotes a sustainable building method.
- Wrote an email campaign that signed up 520 participants for the platform's international design contest.
- **Co-wrote** a digital spot in both English and Spanish and co-created the platform's slogan

- Created relevant content for a 2.0 strategy that achieved both web traffic and a bidirectional conversation with our followers.

Highlights: Our team signed up 2,000 participants for the International Design Competition; although the initial goal was 200.

Copywriter, MRM – McCann, Madrid (Aug. – Dec. '06) Internship

- Wrote direct marketing sales material for Opel, L'Oreal, Banesto, Orange
- Created promotion material for BTL campaigns for EA

Copywriter, El Kubo, México (Jan.– Sept. '05)

- Wrote sales and promotional material for internal comms at Kellog's and ITESM

EDUCATION / QUALIFICATIONS

- Specialization Degree in Online Marketing, Instituto Europeo di Design, Spain, 2007 – 2008
- Postgraduate Degree in Strategic Planning and Creativity (**scholarship**) UCM, Spain, 2007
- Master Degree in Advertising Management, UCM, Spain, 2005 – 2006
- Bachelor of Marketing, Universidad del Valle de México, 2001 – 2005

LANGUAGES

- Spanish – Mother tongue
- English – High working proficiency
- Dutch – B2 level. Certified
- Catalan – Basic/Intermediate level

IT SKILLS

- Basics of HTML, Photoshop, Google Analytics, Dreamweaver, Flash and Excel

December 25th, 2011