

# JORGE A. ALTADILL

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## EXPERIENCE

### **Digital Project Manager *Un Paso Más*, Barcelona, Spain**

July 2014 - March 2016

- Director, creator and manager of all artistic brand content.
- Built and managed online store promoting growth of online billing every month.
- Created multiplatform marketing campaigns resulting in an increase of new customers and sales.
- Managed dynamization of social networks to triple number of followers over one year.
- Directed customer service division by retaining existing users.

### **National Promoter and Content Coordinator *SM Digital*, Barcelona, Spain**

February 2013 - Present

- Coordinated press, social networks, photography and promotion across Spain.
- Increased Facebook followers by 2000 within one month of promoting the Lollapalooza event.
- Participated events: Sziget Festival (Budapest), Lollapalooza (Berlin), EmTech (Valencia).

### **Freelance Audiovisual Producer, Barcelona, Spain**

September 2008 - Present

- Designed websites, newsletters and created corporate identities.
- Managed revolutionary photography and audiovisual productions.
- Companies: Mailify, Sarbacán, Alexander 1922, Gordon Investment, Racing Sarrià among others.

### **Graphic Designer and Strategic Planner *Winblasti*, Barcelona, Spain**

July 2014 - December 2014

- Online Telemarketing company multiplying the monthly benefits.
- Designed microsites, packaging, online and offline media with varying marketing strategies.

### **Graphic Designer *Antoni Pallejà Office*, Barcelona, Spain**

June 2013 - July 2013

Projects:

- Cármenes: created corporate identity, web design and user experience.
- Grupo Planeta: designed graphic layouts for collectibles.

### **Graphic Designer *Blackstone Barcelona*, Barcelona, Spain**

January 2013 - March 2013

Projects:

- Europcar: designed printed media, online and offline marketing campaigns.
- La Vanguardia: monthly magazine layout of one of the leading newspapers in Spain.
- Others: design of visuals for top brands like Estrella Damm or FC Barcelona.

## EXTRACURRICULAR ACTIVITIES

- **Final event planner at Eina University** 2008 - 2014
- **Graphic Design lectures for high school students** 2007 - 2013
- **Hardware and Software maintenance** 2005 - Present

## SKILLS

- **Computer:** Highly proficient in Adobe Creative Suite, Apple OSX, Lightroom, Wordpress, Microsoft Windows, Microsoft Office, Google & Facebook for Business, Linux, HTML5, CSS3, PHP, MySQL.
- **Languages:** Spanish (Native), French (Native), Catalan (Native), and English (Fluent).

## EDUCATION

### **Eina, University of Design and Art, Barcelona, Spain**

Bachelor of Fine Arts in Graphic Design (June 2012)

### **University of California, Santa Barbara**

Upper division Art Studio and Creative Studies courses (Sep 2011 - June 2012)