

# Fernando Vazquez

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## EXPERIENCE

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Sep.07 – Apr.09  
Edinburgh (UK)

[www.bigmouthmedia.com](http://www.bigmouthmedia.com)

### Senior Account Manager

- Led the SEO campaigns for a portfolio of both SME's and global brands such as Skype, Emirates or Barclays.
  - Strategized the enhancements needed to achieve clients' objectives according to specific business cases and established strong relationships with their representatives.
  - Typically involved on Crawling Efficiency and Accessibility, Site Architecture, Keyword Strategy, Tracking, Design, Back-end operations, Server behavior, Feeds and Testing.
  - Maintained the profitability of the accounts and induced upsells.
  - Allocation, scheduling and quality control of deliverables. Training, monitoring and evaluation of team members.
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Feb.06 – Jun.07  
Beijing (China)

[www.dhgate.com](http://www.dhgate.com)

### Online Marketing Manager

- Headed online marketing activities across multiple channels like PPC, SEO, Affiliates and Display.
  - Built and trained specialized teams to optimize work on each channel and delegated responsibility to Channel Managers.
  - Developed and fine-tuned internal cross-functional processes involving Marketing, IT and Category Managers.
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Aug.05 – Feb.06  
Beijing (China)

[www.aigo.com](http://www.aigo.com)

### Overseas Marketing Manager Assistant

- Revamped, published and updated the Spanish version of the Aigo website.
  - Researched competition, trends and SWOT of the Consumer Electronics market in Spain, Portugal, Argentina, Chile, Brazil and Mexico.
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## EDUCATION

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Oct.03 – Jul.05

**Master in Marketing** at Comillas Pontifical University, UPCO-ICADE

Oct.99 – Jul.02

**Bachelor of Computer Science applied to Business** at Comillas Pontifical University, ICAI

## LANGUAGES

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**English:** Fluent

**Spanish:** Mother tongue

**Chinese Mandarin:** Basic

**French:** Basic

## SKILLS & INTERESTS

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**Web Technologies:** Content Management Systems, Apache and MS IIS Servers, HTTP protocol, Hosting.

**Web Analytics:** Hands on Google Analytics, WebTrends, Omniture and Coremetrics. Server logs data mining.

**Languages:** HTML, XML (RSS, Atom, Product feeds, KML, ...), CSS, Visual Basic, JavaScript, PHP, SQL, C.

**Microsoft Office:** Expert.

**Design:** Skilled with tools like Fireworks, Flash, Photoshop and Premiere.

**Other Software:** MS Visio, MS Project, SPSS.

**Search Engine Marketing:** Qualified Google Advertising Professional.

**Soft Skills:** Project management; Problem solving; Analytic & Creative; Experience leading teams; Process development.

**Fund-raising:** Member of International Red Cross since 1999.

**Other interests:** Traveling; Music; Playing football; Own poems published in the book "Aldea Poetica".

*References are available upon request*