

- RODRIGO AYERBE -

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WORK EXPERIENCE

Sercom srl | Argentina

Digital agency based in Córdoba, Argentina. Specialized in web design , social media and search engine optimization. www.sercomnet.com

Web Designer | May. 2014 – Dec. 2016

Lead design team and working closely with stakeholders to translate business requirements into actual design.

Front-end development of single websites.

Perform websites optimization through WordPress, by identifying areas of improvements

through analysis and implementation.

Redesigning client’s old websites into responsive design.

Designer Intern + Digital Marketing Assistant | Mar 2011 – Feb 2013

Front-end implementation of web designs.

Creating social media content (flyers, EDMs, insights, marketing campaigns).

Email HTML and CSS development.

Search Engine Optimization.

In charge of clients, stakeholders first meeting.

Assisting in designing, planning and marketing campaigns.

Create graphic/digital content for web, print and social media.

Freelance | www.rodrigoayerbe.com | 2008 – Currently

I have evolved from Graphic to digital design. Building complete brand identities and CMS WordPress and Joomla websites for several companies. Fully developed, Search Engine Optimization and link building.

EDUCATION

IT Diploma | Southern Cross Education Institute | 2019/20
Melbourne (currently studying)

Web UI UX Design using Adobe XD | Udemny.com | 2018

Certificate in Digital Marketing [Activate Google Online]
IAB Spain | Interactive Advertising Bureau | 2015

Tertiary Degree in Advertising & Design
Instituto de Enseñanza Superior IES 21 | Córdoba, Argentina | 2011

SKILLS

Language

Spanish
Native tongue

English
Upper Intermediate
IELTS Academic Training
Certificate

Design/Digital Tools

Adobe XD	●●●●●
Adobe Photoshop	●●●●●
Adobe Illustrator	●●●●●
Wordpress	●●●●●
HTML/CSS	●●●●●
Visual Studio Code	●●●●●
