

- RODRIGO AYERBE -

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WORK EXPERIENCE

LBL Philanthropy Org. | Australia | Sept. 2020 – Present

Volunteer Web Administrator

This is a per-request volunteer job, that involves updating content, managing infrastructure, creating new pages and setting up plugins. Working from a pre-build website in Wordpress, assisting with failures and errors when they happen.

lblphilanthropy.org

StudyTrip | New Zealand, Australia | March 2019 – April 2020

Web Designer / Administrator

Managing WordPress website, plugins, infrastructure, updating content, creating new pages, managing SEO and monitoring performance. Made some improvements from the old website, adjusting responsive content and improving user experience, including style layout and usability.

studytrip.com

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. Performing websites optimization through WordPress, by identifying improvements through analysis and implementation. Redesigning client's old websites into responsive design.

Graph/Web Designer + 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. Creating graphic/digital content for web, print and social media.

Freelance | www.rodriqoayerbe.com | 2008 – Present

I have evolved from Graphic to Web design. Building complete brand identities and CMS WordPress and Joomla for several companies. Fully developed, Search Engine Optimization and link building. Now on my journey of developing new skills and learning back-end, Angular and programming languages.

EDUCATION

IT Diploma | Southern Cross Education Institute, Melbourne | 2019 [currently studying]

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

Certificate in Digital Marketing | Interactive Advertising Bureau, Spain | 2015

Tertiary Degree in Advertising & Design

Instituto de Enseñanza Superior IES 21, Argentina | 2011

SKILLS

Language

Spanish

Design/Digital Tools

Wordpress

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Native tongue

English

Upper Intermediate

IELTS Academic Training
Certificate

Adobe Photoshop

Adobe Illustrator

SEO

HTML/CSS

Visual Studio Code

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