

ALEX HERRERA BRIETZKE



PERSONAL DETAILS

Name: Alex Herrera Brietzke
Date of Birth: 25th November 1995
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Spain
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SKILLS

- R
- Python
- SQL
- Excel
- HTML5
- CSS
- Google Analytics
- Wordpress
- Facebook Ads
- Photoshop
- Hubspot
- Salesforce

LANGUAGES

- Spanish
- German
- English
- Catalan

EDUCATION

Study Abroad Program (Erasmus) | SEP. 2019 - JAN. 2020

IBS International Business School. Budapest, Hungary

During this semester I took main courses in Web Analytics, International Negotiations and Change Management.

B.A. Digital Marketing & Communication | SEPT. 2017 - JUN. 2021

EAE Business School - UPC. Barcelona, Spain

Final Thesis: "Green roofs as a strategy for air pollution abatement in Barcelona"

B.A. Architecture | SEPT. 2013 - JAN. 2015

ETH - Swiss Federal Institute of Technology. Zürich, Switzerland

I had the opportunity to enrol ETH Architecture for one year and a half. I gained the basics of architectural, construction and structural design through active project development.

High School Diploma | SEPT. 2011 - JUN. 2013

Swiss School of Barcelona. Barcelona, Spain

WORKING EXPERIENCE

Customer Success | SEP. 2021 - present

Innovation Group - Barcelona, Spain

- Data handling for the german car insurance market.
- IT Team Support.
- Invoice processing.

Media Product Manager | DEC. 2020 - JUL. 2021

Green Tomato Media Ltd. Chang Mai, Thailand - Remote

- Website development - Elementor, CSS
- SEO Key Word research, planing and developing (Sitemap) + Python Webscraping
- Youtube Video and channel creation and optimization. Strategic KPI's planing.

Marketing Analyst | FEB. 2019 - DEC. 2020

Salvador Models & Actors SL. Barcelona, Spain

- Constant SQL and Website Database scraping and updating.
- Monitoring and reporting weekly website and social media KPI's to management team. Also responsible for publishing content on social media accounts (Instagram, Facebook, Youtube and LinkedIn).
- Scouting new models for the agency, with an active role in the funneling process (selection, contact, representation contract signing and web upload).

Intern Designer | APR. 2016 - JUL. 2017

Fischer Architekten AG. Zürich, Switzerland

- I gained an insight and sensitivity of a big company organization and structure, achieving different administrative tasks and taking part in several meetings with clients and investors.
- Parallel developing of handcraft and digital skills throughout different ongoing design and construction projects.

Co-Founder | JAN. 2013 - FEB. 2015

One Day Co. Barcelona, Spain

- Online fashion clothing brand. Head in Product Design.
- Content promotion through targeted Facebook & Instagram Ads.

OTHER ACTIVITIES

Bachelor Thesis | JAN. 2021 - JUN. 2021

EAE Business School - UPC. Barcelona, Spain

- *Extensive green roofs as a strategy for air pollution abatement in Barcelona*

A qualitative introduction about the current air pollution panorama in Europe and Spain. Followed by an in-depth quantitative analysis of compliance with the EU Air Quality Regulation trough different green roof scenarios.

Google Analytics Academy | JAN. 2021

Online Course Certificate - Advanced Analytics

Promoter | OCT. 2015 - JAN. 2016

Promotion of classical music concerts.

Michigan Online University | OCT. 2020

Python Programming Certificate

First Price | APR. 2014

ETH Zürich - Structural Design Project

DJ | 2016 - present

Barcelona, Switzerland & Panamá

Carrier | SUMMER 2018, 2019, 2020, 2021

Switzerland - Relocation services