

Marco Ferrari

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WORK EXPERIENCE

Web Design Analyst

Jan. 2024 – Present

Accenture

- Web interface design following the brand's visual guidelines to support visual proposals.
- Interactive prototypes design with Figma and Storied
- Collaboration with a global group of designers and developers

Web Designer

Mar. 2021 – Present

Freelance

- As a Freelancer, I carry out projects for real clients adapting to their needs. Some examples:
 - o **Gabriela Otero:** Design and development of a responsive website with WordPress with portfolio, multilanguage support and contact form.
 - o **Otra Historia:** WordPress web development and ticket sales system with self-manageable panel, QR generation. Use of PHP, SMTP, HTML, CSS, WordPress, Woocommerce. Indexing events with Google Search Console.
 - o **Salas Live Play Music:** Fast loading responsive web design with HTML, CSS. Additional work on online presence through Google Ads & Facebook Ads, Google My Business. SEO optimization.
 - o **Corta:** Creation, development, and UX/UI design of a responsive website for the music event producer, Corta Producciones. The website features a backend CMS system that allows for the creation of events with up-to-date information and the purchase of tickets through the website.

Online Campaign Manager 2021

Feb. 2021 – Mar.

Today Travel

- Creation of campaigns on various digital platforms such as Instagram, Facebook, Twitter, and Google. Creation and management of content published across these platforms. Promotion strategies through Google Ads and email marketing. Use of content scheduling tools like Business Suite and TweetDeck.

Content Manager

May. 2020 – Feb. 2021

Nefas Crew

- Management and creation of content for the Nefas Crew creator community on Facebook, Instagram, and Twitch.

EDUCATION

Universidad de Palermo

2022-2027

Bachelor in Digital Communication

Buenos Aires, Argentina

CERTIFICATIONS, SKILLS AND INTERESTS

- **Certifications:** First Certificate in English B2 - Cambridge, WordPress Certification - Coursera
- **Skills:** Web Design, WordPress, Social Media Marketing, Research
- **Interests:** Music, Literature, Gym