



FERNANDO PIMENTEL V.

WEB DESIGN SPECIALIST

PERSONAL INFORMATION

Otilia A. de Tejeira street, Bella Vista, Panama City.

me@thisisfercho.com

From
Panama

Born in
February 18th, 1991

FIND ME ONLINE

www.thisisfercho.com

SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe Dreamweaver

Adobe After Effects

Adobe Premiere

HTML5

CSS3

JS

Sketch

LANGUAGES

Spanish

English

HOBBIES & INTERESTS

Music, travel, photography, filmmaking, comics and blogging

PROFILE

With over 10 years of experience working in digital platforms I've been a part of several projects that include: creating websites from scratch, content migration and SEO strategy development; to UX/UI design for mobile apps and designing for social media.

WORK EXPERIENCE

E-business Analyst & Webmaster - Copa Airlines, Panama

June 2019 - April 2020

As part of the Digital Product team, I was in charge of the update, optimization, and maintenance of Copa.com; some of the tasks included setting up SEO strategies, changes in UX/UI, and creation of micro-sites and sub-pages for many different corporate departments.

Senior Web Designer - MEDCOM, Panama

March 2012 - June 2019

I started as a Web Designer for the Digital Media team at MEDCOM, within a year I was promoted to Senior Web Designer in charge of layouts for the renewed website. I executed a variety of different tasks that included: design and coding of micro-sites for TV Shows and special events, making motion graphics for web and social media, and more.

Webmaster - ISAE Universidad, Panama

March 2011 - February 2012

I was in charge of creating their website from scratch. I designed material for printing and social media outlets.

Webmaster - Photura Internacional, Panama

April 2010 - November 2010

I got to create their first e-commerce website which was used as an online catalog of the products they had on the store, also designed banners, flyers, and catalogs for printing.

Tech support specialist for Latin America and the Caribbean - DELL, Panama

December 2009 - March 2010

I was part of the tech support team that assisted clients from Latin America and the Caribbean by text chat with follow up calls in English and Spanish.

Webmaster jr. - Panama Luxury Vacations, Panama

January 2009 - December 2009

I was in charge of the content update, general maintenance of their website, and implementation of SEO strategies, also gave tech support to computers in the office.

EDUCATION

Bachelor Degree on Marketing from Universidad del Istmo

2018 - Currently

Highschool Diploma in Business with an Emphasis on Computer Science from INTEC

2006 - 2008

ADDITIONAL STUDIES

Fundamentals of Digital Marketing - Google

2020

Digital Marketing secrets - University of Louisville, Panama

2014

HTML5 - CV Training Center

2012

REFERENCE CONTACTS

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