

PERSONAL INFORMATION

Pablo Cortés Carranza

www.pcortes.com

Skype pcortesonline

Sex Male | Date of birth 1 Jun 1985 | Nationality Spanish

POSITION

Freelance Online Marketing Consultant

WORK EXPERIENCE

1/9/15–23/12/16

Consultant / Project Support Officer (Service provided by Deloitte)

European Union Intellectual Property Office (EUIPO), Alicante (Spain)

Support to ONLINE SOLUTIONS (OS) department:

- Production of business analysis documentation and deliverables (Request for Change, SRS, Test Scenarios, Project briefs, UATs)
- Provision of technical expertise for Customer Service team (analysis of suggestions, technical support for EUIPO tools, EUTM eFilings, RCD eFilings, FAQs, Complaints, HTML, CSS, Bootstrap, Newsletters, graphic design, infographics, mockups)
- Creation and starring of webinars for different office tools.
- Creation and training for different office's departments (CSD, OD, DTD)
- Assistance with project management producing documentation such as planning or reports
- Participation in functional working groups
- Implementation of projects as well as coordination of stakeholders

Business or sector European Agency

30/3/15–22/7/15

Consultant / Project Support Officer (Service Provided by Adecco)

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- Implementation of projects as well as coordination of stakeholders

1/12/14–28/2/15

Consultant / Project Support Officer (Service Provided by Deloitte)

European Union Intellectual Property Office (EUIPO), Alicante (Spain)

Support to the COMMUNICATIONS SERVICE (CS) department.

- Creation of pages in HTML5 & CSS for the EUIPO's main website
- Uploading and management of Frequent Asked Questions (FAQs) to the EUIPO's website.
- Uploading and creation of web contents for the LifeRay CMS (used to manage the EUIPOs website).
- Support with pages in the EUIPO's website and their translation to different languages
- Support with Google Analytics
- Creation of banners and different websites elements.
- Support with graphic design tasks.
- Participation in brainstormings and functional working groups.
- Assistance with project management producing documentation such planning or reports.

28/7/14–30/9/14 **Consultant / Project Support Officer (Service Provided by Adecco)**

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- Support with graphic design tasks.
- Participation in brainstormings and functional working groups.
- Assistance with project management producing documentation such planning or reports.

1/3/12–Current **Consultant**

Self employed, Alicante (Spain)

Web development:

- +HTML5/CSS3, Bootstrap
- +CMS: Expertise in Wordpress. Experience with Joomla, Drupal, Prestashop and Magento
- +Front-End development, PHP, JavaScrip, JQuery
- +Analis and UX/UI (user experience / user interface) design. SEO & SEM optimization

Graphic Design:

- +Expertise in Adobe (Illustrator, Photoshop, Indesign, Fireworks, Premiere, After Effects, XD, etc)
- +Design: Branding, Logos, Banners, Newsletters, Gifs, Infographics, Social Media content (Facebook, Twitter, Linkedin, Instagram, Pinterest) etc.
- +Photo retouching
- +Illustrations
- +Mockups design
- +APPs design (Android & iOS).

Online Marketing:

- +Online Branding, Email-Marketing, SEO y SEM Optimization, Social Media management, Copywritting (content editor)

Multimedia (Audio & Video):

- +Video edition and postproduction (FInal Cut, Adobe Premiere, After Effects)+Edition and postproduction of sound

1/10/11–1/3/12 **Communications assistant (Traineeship)**

European Parliament, Brussels (Belgium)

<http://www.europarl.europa.eu/>

- Social Marketing Optimization
- Management of the infoclips hosted in the server of the EP
- Member of the EPSA (European Parliament Stagiaires Association)

Business or sector European Institution

1/6/10–1/11/10 **Communications assistant (Traineeship)**

Fundación de la Comunidad Valenciana Región Europea (FCVRE), Brussels (Belgium)

<http://www.ue.gva.es/>

- Management of the newsletter
- EN/ES translations
- Audiovisual recording events
- Photography

Business or sector Representation Office

1/9/09–1/6/10 **Communications assistant (Traineeship)**

Sailing Team, Brussels (Belgium)

- Social Media Optimization
- Web management
- Events video creation

1/4/09–1/9/09 **Communications assistant (Traineeship)**

Hispanmedia ABSL, Brussels (Belgium)

- Video Editor
- Interviews
- Graphic design
- Digital content curator

EDUCATION AND TRAINING

1/10/03–28/2/08 **Degree in Advertisement and Public Relations**

Universidad de Alicante, Alicante (Spain)

- Graphic design
- Web development
- Audiovisual edition
- Copy Writing
- Online Marketing Strategies
- SMO, SEM, SEO

1/11/14–1/1/15 **Project Management Certificate**

European Union Intellectual Property Office, Alicante (Spain)

- Project management course, involving the use of the online tools that the EUIPO offers to the user.
- High level of knowledge in Harmonized Database & Classification
- High level of knowledge in Good & Services, and Nice Classification

PERSONAL SKILLS

Mother tongue(s) Spanish

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
FIRST					
Francés	C1	C1	C1	C1	B2
Italiano	C1	C1	C1	C1	B2
Dutch	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- Able to give high-level presentations
- Webinars expert
- Works good under pressure
- Good relationship with the client and effective problem solving
- Empathy with suppliers and customers
- Great team work adaptation

Organisational / managerial skills

- Ability to lead teams of over 10 people
- Competent Business Management

Job-related skills

- Deep knowledge of the EUIPO eFilings tools (for registering EUTMs, RCDs)
- Production of technical documents (Request for Change, Benefits tables, SRS, Project Briefs)
- Graphic design skills to create mockups (for Request for Change Documents or new Projects proof of concepts) and infographics.
- Ability to perform webinars, high level presentations, meetings.
- Knowledge in classification of Good and Services (G&S)
- Knowledge in Harmonized Database (HDB)
- Knowledge in Nice Classification and taxonomy
- Deep knowledge of eFilings and processes from the EUIPO's website

- Deep knowledge of the Union Intellectual Property Office "know how" and its strategic plan 2020. (EUIPO)

Digital competence

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital competences - Self-assessment grid

HTML5, CSS3, PHP, CMS Wordpress, CMS Joomla, CMS Drupal, MySQL, Photoshop, Illustrator, Final Cut, Adobe Premiere, Adobe After Effects, SEM, SEO, SMO

Driving licence B






ADDITIONAL INFORMATION






- Presentations** Several presentation of the Good & Services Project for the User Associations, EUIPO's Key Users, European Communities Trade Mark Association), Paralegalls, and via webinars, inside the European Union Intellectual Property Office.
- Projects** Project: Maximize Harmonized Database (HDB)
Actively participation in the Maximize Harmonized Database (HDB) project, giving advise and know how from a classification and taxonomy side, and with deep knowledge of the Nice Classification.
- Projects** Project: Goods & Services Builder (G&S Builder)
Actions: collaboration in drafting mockups, giving presentations, know how and new user experience ideas.

Pablo Cortés Carranza

Mother tongue(s)
Spanish






Other language(s)
English, Francés, Italiano, Dutch

English				
Self-assessment of language skills				
UNDERSTANDING		SPEAKING		WRITING
 Listening	 Reading	 Spoken interaction	 Spoken production	 Writing
C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user
Certificates and diplomas				
Title	Awarding body		Date	Level*
FIRST	University of Cambridge		-	B2
Linguistic and intercultural experience				
Description			Duration	
-			-	

Francés				
Self-assessment of language skills				
UNDERSTANDING		SPEAKING		WRITING
 Listening	 Reading	 Spoken interaction	 Spoken production	 Writing
C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user	B2 Independent user
Certificates and diplomas				

* Indicate level of the Common European Framework of Reference (CEFR) if specified on certificate or diploma.
The Europass Language Passport is part of the European Language Portfolio developed by the Council of Europe (www.coe.int/portfolio).

Title	Awarding body	Date	Level*
-	-	-	-
Linguistic and intercultural experience			
Description		Duration	
-		-	

Italiano				
Self-assessment of language skills				
UNDERSTANDING		SPEAKING		WRITING
 Listening	 Reading	 Spoken interaction	 Spoken production	 Writing
C1 Proficient user	C1 Proficient user	C1 Proficient user	C1 Proficient user	B2 Independent user
Certificates and diplomas				
Title	Awarding body	Date	Level*	
-	-	-	-	
Linguistic and intercultural experience				
Description			Duration	
-			-	






Dutch				
Self-assessment of language skills				
UNDERSTANDING		SPEAKING		WRITING
 Listening	 Reading	 Spoken interaction	 Spoken production	 Writing
A2 Basic User	A2 Basic User	A2 Basic User	A2 Basic User	A2 Basic User

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Certificates and diplomas			
Title	Awarding body	Date	Level*
-	-	-	-
Linguistic and intercultural experience			
Description		Duration	
-		-	

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Common European Framework of Reference for Languages - Self-assessment grid

		A1 Basic User	A2 Basic User	B1 Independent user	B2 Independent user	C1 Proficient user	C2 Proficient user
Understanding	 Listening	I can understand familiar words and very basic phrases concerning myself, my family and immediate concrete surroundings when people speak slowly and clearly.	I can understand phrases and the highest frequency vocabulary related to areas of most immediate personal relevance (e.g. very basic personal and family information, shopping, local area, employment). I can catch the main point in short, clear, simple messages and announcements.	I can understand the main points of clear standard speech on familiar matters regularly encountered in work, school, leisure, etc. I can understand the main point of many radio or TV programmes on current affairs or topics of personal or professional interest when the delivery is relatively slow and clear.	I can understand extended speech and lectures and follow even complex lines of argument provided the topic is reasonably familiar. I can understand most TV news and current affairs programmes. I can understand the majority of films in standard dialect.	I can understand extended speech even when it is not clearly structured and when relationships are only implied and not signalled explicitly. I can understand television programmes and films without too much effort.	I have no difficulty in understanding any kind of spoken language, whether live or broadcast, even when delivered at fast native speed, provided I have some time to get familiar with the accent.
	 Reading	I can understand familiar names, words and very simple sentences, for example on notices and posters or in catalogues.	I can read very short, simple texts. I can find specific, predictable information in simple everyday material such as advertisements, prospectuses, menus and timetables and I can understand short simple personal letters.	I can understand texts that consist mainly of high frequency everyday or job-related language. I can understand the description of events, feelings and wishes in personal letters.	I can read articles and reports concerned with contemporary problems in which the writers adopt particular attitudes or viewpoints. I can understand contemporary literary prose.	I can understand long and complex factual and literary texts, appreciating distinctions of style. I can understand specialised articles and longer technical instructions, even when they do not relate to my field.	I can read with ease virtually all forms of the written language, including abstract, structurally or linguistically complex texts such as manuals, specialised articles and literary works.
Speaking	 Spoken interaction]	I can interact in a simple way provided the other person is prepared to repeat or rephrase things at a slower rate of speech and help me formulate what I'm trying to say. I can ask and answer simple questions in areas of immediate need or on very familiar topics.	I can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar topics and activities. I can handle very short social exchanges, even though I can't usually understand enough to keep the conversation going myself.	I can deal with most situations likely to arise whilst travelling in an area where the language is spoken. I can enter unprepared into conversation on topics that are familiar, of personal interest or pertinent to everyday life (e.g. family, hobbies, work, travel and current events).	I can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible. I can take an active part in discussion in familiar contexts, accounting for and sustaining my views.	I can express myself fluently and spontaneously without much obvious searching for expressions. I can use language flexibly and effectively for social and professional purposes. I can formulate ideas and opinions with precision and relate my contribution skilfully to those of other speakers.	I can take part effortlessly in any conversation or discussion and have a good familiarity with idiomatic expressions and colloquialisms. I can express myself fluently and convey finer shades of meaning precisely. If I do have a problem I can backtrack and restructure around the difficulty so smoothly that other people are hardly aware of it.
	 Spoken production	I can use simple phrases and sentences to describe where I live and people I know.	I can use a series of phrases and sentences to describe in simple terms my family and other people, living conditions, my educational background and my present or most recent job.	I can connect phrases in a simple way in order to describe experiences and events, my dreams, hopes and ambitions. I can briefly give reasons and explanations for opinions and plans. I can narrate a story or relate the plot of a book or film and describe my reactions.	I can present clear, detailed descriptions on a wide range of subjects related to my field of interest. I can explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.	I can present clear, detailed descriptions of complex subjects integrating sub-themes, developing particular points and rounding off with an appropriate conclusion.	I can present a clear, smoothly-flowing description or argument in a style appropriate to the context and with an effective logical structure which helps the recipient to notice and remember significant points.
Writing	 Writing	I can write a short, simple postcard, for example sending holiday greetings. I can fill in forms with personal details, for example entering my name, nationality and address on a hotel registration form.	I can write short, simple notes and messages. I can write a very simple personal letter, for example thanking someone for something.	I can write simple connected text on topics which are familiar or of personal interest. I can write personal letters describing experiences and impressions.	I can write clear, detailed text on a wide range of subjects related to my interests. I can write an essay or report, passing on information or giving reasons in support of or against a particular point of view. I can write letters highlighting the personal significance of events and experiences.	I can express myself in clear, well-structured text, expressing points of view at some length. I can write about complex subjects in a letter, an essay or a report, underlining what I consider to be the salient issues. I can select a style appropriate to the reader in mind.	I can write clear, smoothly-flowing text in an appropriate style. I can write complex letters, reports or articles which present a case with an effective logical structure which helps the recipient to notice and remember significant points. I can write summaries and reviews of professional or literary works.

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