



GUALBERTO TORRES GARCÍA

Digital producer, developer & digital marketing specialist.

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Add: Calle Silva 21, Madrid, Spain

Portfolio: <https://wallytg.com> | <https://github.com/studiosally>

EDUCATION

Digital Project Management

Super-Hi
05/20 - ongoing

MEAN Full Stack Bootcamp

Skylab Coders
03/17 - 06/17

MA. Graphic Design and Visual Arts

Seeway Institute
10/11 - 07/12

MSC. Marketing Management

Barcelona University
10/10 - 06/11

MSC. Brand Meaning

IDEC - Pompeu Fabrá University - 10/09 - 06/10

MSC. Sports Management

IDEC - Pompeu Fabrá University - 10/08 - 07/09

BS. Financial Management

Tec de Monterrey
08/03 - 12/07

LANGUAGES

- o Spanish - Native
- o English - Advanced
- o German - Basic
- o Italian - Basic

SKILLS

- o Fluent Communication
- o Management skills
- o Problem-solving
- o Active listening
- o Google Analytics
- o Scrum
- o Photoshop
- o Illustrator

EXPERIENCE

VIRTUE - Vice | 02/18 - 07/20

Content Manager - Part Time

Project: CEO for 1 month / <https://www.ceoforonemonth.com/>

- Web management
- Client Reporting & KPIS
- Website tool improvements
- Digital project management
- Email marketing - BBDD 250k

Other Client's projects

- Kit Kat, Levis: Web promotion management.
- Iqos: Emailing design and content management.
- San Miguel: Digital project management of new website.

Studio Sally | 2015 - Ongoing

Digital producer

- Web design and development using: Wordpress / Javascript / HTML5 / CSS3 / SASS / Bootstrap / jQuery / React / MySql / Mongo DB
- Marketing consultancy and strategy.
- Email marketing.
- Online advertising.
- SEO/SEM strategies.
- Social Media strategies.

FC Barcelona | 03/09 - 10/14

Product Manager

- Executing marketing plans from concept to design, printing and distribution (online & offline) for Camp Nou Experience, FCB Foundation, and FCB Store
- Coordination of designers and agencies.
- Web app development to improve the arrival of the fans to the FCB facilities.

Champions League Coordinator

- Coordinating all logistic requirements for visiting teams.
- Internal supervision for friendly matches operations and activities.
- UEFA team's main contact assistant.

Account Manager

- Tracking sponsorship and brand implementation for an international portfolio: Banca Mora, Herbalife, Etisalat, Big Cola, Kellogs & KFC.
- Coordinating friendly matches in China and South Korea during the FCB Asian Summer of 2010.
- Promoting friendly matches during summer 10 -11 & 12-13.

Digital Product Manager Jr.

- Developing and managing main communications for Barça Fans (database: 500,000) including registry, loyalty strategies, emailing and newsletters.
- Barça Fans Online product management.
- Community manager of marketing messages.
- New product development assistant.