

Pablo Fernandez

Born in Seville on August 2, 1973.

Carrer Sant Salvador, 74. 08140 Caldes de Montbui (Barcelona)

VAT: 52383649-E / Phone: +34 661 048 548



My favourite certifications are: Best UX Award by Fundación ONCE, B2B Master by Oracle, Digital Marketing Diploma by University of California Irvine & Best Content Contributor by Opentext.

- **Norwegian, 2018-2020:** Our team helped to reach the “World's Leading Low Cost Airline Website” award two years in a row by World Travel Awards. I was responsible for taking to the next level the solutions provided by CMS, CSS & JAVASCRIPT, in collaboration with multiple Information Technology & Creative Services teams based in Oslo, New York & Barcelona. Together we were able to improve page speed, user experience and conversion rate of 52 marketing campaigns in 13 languages worldwide - including the awarded campaign “Just Like the Movies”.
- **Grow&Fit, 2016-2018:** The goal of the management was to speed Time To Market and I was responsible for the launch of 2 Web Applications and its related Marketing Campaigns. The first was published for Printlife just in 3 months with 50,000 product images, 1,200 URLs of 750 words of original content on each page in 3 languages plus 3 landing pages based in use cases and a easy-to-use Wizard with Prestashop, HTML, CSS, PHP & MYSQL. The second application with 15 Endpoints & Payment Gateway was launched in 10 labor days and 2 weeks later the first 4 PPC campaigns were reaching an amazing 25% of Click-Through Rate and 12% of Goal Conversion Rate.
- **OpenText, 2011-2016:** I helped the headquarters in Silicon Valley with microsites, landing pages, segmentations, email templates & reports using Eloqua, Marketo, Pardot, MailChimp or Emailvision. We found in 2016 that the highest is the position of the email opener, the highest is the likelihood to open it in a small device. I did that while tracking the target audience of email campaigns in Google Analytics, so we helped the company to improve their email templates.
- **Todoebook, 2003-2010:** I was hired to be responsible for the front-end and the marketing campaigns for more than 10 online bookstores owned by El Corte Inglés, Casa del Libro, UNED or Todoebook - which shared an UX award with Amazon and FNAC in 2010.

Do you want to know more? Please find out the recommendations at

<https://www.linkedin.com/in/webmarkez/>