



PERSONAL INFORMATION

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Date of Birth: 03/27/76



EXPERIENCE

- March 2010- Now. GroupM (WPP) – SEM – SEO Account Manager . Taking care of SEM Accounts for Ford Spain (SEM + SEO & SM integration support), Henkel Group (numerous brands), Piaggio, Colgate, Shiseido, Moulinex, Rowenta. Maximizing exposure (7 digit budgets). Adwords, Yahoo Search Marketing, Zap Search, Atlas and other reporting and optimization technologies. Taking part in meetings, presentations and seminars with clients, agencies and Search engines. Supporting Mindshare, Maxus, Mec and other GroupM agencies nationally and worldwide.
- Dec 2010- March 2010. Xing – Marketing Community Manager Spain. Spanish users Community Management among Xing´s general, local and topic networks. Marketing, Internet Marketing and Social Media actions to boost activity. On duty until the company suddenly ceased bussines in Spain (BCN) and centralized activities in Hamburg.
- 2006- 2010. Yahoo! Search Marketing. Search Marketing Specialist at Yahoo's European HQ in Dublin preparing search listing proposals (sourcing keywords and writing copy), Managing PPC campaigns, optimizing important Spanish clients accounts ( Vodafone, eDreams, Infojobs and many more ) and working as the team leader's Back up, distributing workload among Spanish Editors and liaising with account managers in Madrid. Yahoo! Web Analytics coordinator for Spain. Y! Social Media Support (Blogging + Twitter + ORM).
- 2000- 2006. Co-founder, CEO and years of proven expertise with my own project : www.arcocomunicaciones.com , providing Internet solutions for small companies. Together with a partner I was on charge of the complete process: Web design-programming, administrative tasks, sales, online marketing (SEO, PPC, e-mail mk, Analytics ), customer troubleshooting, etc .
- 2004. Gtn Consulting ( www.gtn.es ): In addition to designing their site, I was an IT consultant for this company and part of their training crew, being an IT teacher for particulars and companies in these fields : MS Office Suite, Internet, Web design, e-commerce , and an incipient at the time online marketing in Spain.
- 2003. Korsan SL ( www.korsan.es ) Working there during 6 months . I collaborated in their web site and online store design and boosted their online marketing plan.
- 2001-2003. Kzgunea ( www.kzgunea.net ) Part of the Basque Government plan in order to IT instruct the population being a teacher of more than 300 people in 20 hours short Internet courses.
- 2005. I also worked in Telefonica providing high level technical support via mail and phone. ( 50 calls a day average )
- Intervals ( 2000-2001-2003 ) In order to pay my studies I temporarily worked in : ACB- Arcelor-Mittal Group ( www.acb.es ) : Steel factory [ Crane & Zenwich License ]





EDUCATION (descending chronological order) .....

- 2010. Google Analytics Individual Qualification + Adwords Search Partner (GAP)
- 2008. Diploma in Internet Marketing ( Dublin Business School)  
SEO, SEM, Social Media, Analytics, Mobile Marketing
- 2006. HP Cisco IT Essentials Hardware-Software (A+)
- 2005. Systems Administration ( Campus Formación Bilbao )
  - Linux Administration
  - Windows Administration: W98, WXP, W2k, W2k Server
  - TCP/IP networking , DNS, mail servers, web servers: Apache, IIS , Ftp, Dchp, Firewalls, etc
- 2002. Web Development Technician

HTML & Web Programming: JAVASCRIPT , PHP - MYSQL, CMSs: WORDPRESS, PHPBB, Prestashop...  
 Use of DTP Programs e.g. Photoshop, Flash, Dreamweaver ...  
 Marketing On-line Background: SEO (Search Engine Optimization ) SEM, e-commerce, e-publicity, Google Adwords, G Analytics, Yahoo Search Marketing, MS Adcenter, Affiliate Mk, Blogging, Podcasting, Email Mk, Social Marketing, etc.

- 1996-2000 B.A. Marketing ( C.E.M Instituto Comercio Bilbao – UPV)

OTHERS .....

- 2008-2010. Working on several online projects of my own:

[www.MobileMarketingFreaks.com](http://www.MobileMarketingFreaks.com) : Spanish Mobile Marketing Blog  
[www.TodoRentabilidad.com](http://www.TodoRentabilidad.com) : Spanish financial blog  
[www.AllOnlineMarketing.com](http://www.AllOnlineMarketing.com) : Internet Marketing Education (See AOM Internet Marketing Plan)\*  
[www.UlearnSpanish.com](http://www.UlearnSpanish.com) : Spanish Language Education (See Marketing Plan)\*  
[www.Dateinireland.com](http://www.Dateinireland.com) : and child sites, Growing Affiliate Dating sites network.

- Trained in NLP and Life Coaching with New Insights Dublin, Ireland. (2007)
- Spanish as a foreign Language teacher certification: Instituto Hemmingway Online (2007)

- Fluent English and excellent oral and written communications skills in Spanish:
- Founder of [FDLE](http://www.arcocomunicaciones.com/fdle) (2002) ( [www.arcocomunicaciones.com/fdle](http://www.arcocomunicaciones.com/fdle) ) active Spanish language and literature portal.
- Passionate about the Internet, SEO, SEM, Social Media, Community Management and All things Online Marketing.
- Team oriented.
- Skills at managing people
- Constant learner blogger and microblogger with a considerable base of readers in Spain.
- Especially interested in SEO, SEM, Social Media, Community Management positions.
- Salary expectations: 35K+

For further information and links visit [www.edgarsanchez.net](http://www.edgarsanchez.net)

\*Marketing plans: [www.edgarsanchez.net/mk/ULSInternetMarketingPlan.pdf](http://www.edgarsanchez.net/mk/ULSInternetMarketingPlan.pdf)  
[www.esgarsanchez.net/mk/AOMInternetMarketingPlan.pdf](http://www.esgarsanchez.net/mk/AOMInternetMarketingPlan.pdf)

