



MARTIN FASANI

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EDUCATION

Graphic Design – FADU (Architecture, Design & Urbanism University)
Buenos Aires, 2002

Bachelor – Secondary school N° 9 San Isidro
Buenos Aires, 1999

Search engine optimization
ForH Parc Bit, Mallorca, Spain , 2010

LANGUAGES

English (First Certificate). Business level and good conversation skills
Spanish (Native)
French (B1) Alliance Française a Palma de Mallorca
Deutsch (A2) Still learning

CERTIFICATIONS

Bing Ads Certified Member



PERSONAL INFORMATION

DNI: 43463863G
B-date: 17/June/1977
Driving License:
B1 / Yatchmaster (PER)

Resident of Spain
Permission to work in all EU

POSITION / EXPERIENCE

PPC Manager & Seo consultant.

(ParcBit, Mallorca)

- As PPC Manager at atipika.com I support the marketing team in the daily running of the PPC campaigns, managing budgets, optimization and reporting to clients who include 5 star hotels as Es Ratxo Hotel and other hotel chains as Hi! Hotels.
- Managed the keyword measurement for the same clients optimizing their SEO for the long tail and reporting weekly to Atipika management

Sales Representative Spain-Latin America

(Antwerpen, Belgium)

- Designed their SEO strategies to translate their website in 12 languages (sms-timing.com / .es / . fr / .de /etc.)
- Sale follow-ups and search of new clients in Spain mainland and Latin America
- Business consulting and software planning based in the client requests
- Administration of their CRM database & Lotus Notes

Senior Developer

(Palma de Mallorca)

- Web Backend / Frontend development
- PPC campaign landing pages & measurement for the Marketing team
- Developed their affiliate strategy, importing real-time statistics from their gaming servers (www.supercasino.com & online Bingos)
- Designed admin panels with 2 other programmers to generate "white label" campaigns, measure their data and know what designs return more investment

Data Base Administrator, Sun Telecom SL

- DBA y developer for Telecom based apps (SMS / Premium rate numbers)
- Online statistics panel for external clients
- Legal responsible of the data protection files

ADQUIRED EXPERIENCE AND SKILLS

BACKEND PHP / Mysql. PHP frameworks
FRONTEND JQuery Javascript framework
Sencha touch developer, some experience with dynamic
Wordpress CMS / Prestashop (E-commerce)
Excel & Office package advanced user
Relational Database design & data architecture
data structures / data binding
XML / Soap and any other data structure
API's in general

COMPANIES

May/2011 – Present



Interactive agency
PPC advertising
Web development

March/2010 - Dec/2010



Kart timing software
Marketing specialists
Business development

Feb/2006 –2010



UK's interactive TV gaming company

2004 –2006

