

Name: Omar Jareno

Address: 21 Avenue Road, London, N15 5JG - United Kingdom.

E-mail: info@omarjareno.com , omarjareno@gmail.com

Personal Website: www.OmarJareno.com

Mobile: 07 448 885 133

PERSONAL SUMMARY

I have more than eleven (11) years of experience since 2004 until present, in web development programming online business. SEO specialist, speaker, creator of marketing and advertising tools, author of articles, audio, video seminars, courses, workshops practices to help entrepreneurs and SMEs to take their business to the Internet and make it strong and profitable strategies.

I work as a web developer, SEO specialist, blogger, columnist and expert consultant in online marketing, online media in different Spanish and Latin American, and the prestigious specialized marketing blog for entrepreneurs and SMEs in Internet.

WORK EXPERIENCE

- **POSICIONATEYA: 10/2011 - TILL TODAY**

APPOINTMENT: SEO Specialist.

Manager of marketing campaigns and SEO. Onpage and offpage optimization. Implementation, audits, professional back link strategy, development high quality content, technical SEO and training.

DUTIES:

My mission is to help make website, blog or online store site, appear in "FIRST" page of results on Google, as well as in top positions in Yahoo and Bing, the relevant searches that may in make the visitors and potential customers.

- **CAPSULAS DE MARKETING: 05/2007 - 11/2012**

APPOINTMENT: Copywriter - E-Mail Marketing Manager

Blogger, copywriter and expert consultant in online marketing.

DUTIES:

Generation of high value content related to online marketing and internet business. Create marketing and advertising tools, speaker and author of articles, audio and video seminars, courses, workshops practices for subscribers and clients of the blog to help entrepreneurs and SMEs to take your business to the Internet and become strategies solid and profitable.

- **PC SHOP GALICIA: 07/2006 - 04/2015**

APPOINTMENT: Web Project Manager - SEO Specialist

Project management websites and search engine optimization for business customers.

DUTIES:

My main tasks of Web Project Manager and Search Engine Optimization were:

- Web design management company customers.
- Lifting up a website to top positions of search results.
- Optimization On and Off Page of a website content.
- Building a website usability.
- Increased attendance and increased sales from the site.

- **GLOBAL CARD: 09/2004 - 06/2006**

APPOINTMENT: Web Designer - E-mail Marketing Manager

Marketing manager and Web designer/ developer.

DUTIES:

My mission was, marketing manager, newsletter marketing strategy, execution and delivery of the company's customer loyalty campaigns. Corporate website and graphic design, website maintenance.

ACADEMIC QUALIFICATIONS

- **TECHNICAL SYSTEMS ENGINEERING: 1998/2002**

U.N.A. - Valencia, Venezuela

- BUSINESS MANAGEMENT AND MARKETING: 2005
I.E.S RAMÓN MENÉNDEZ PIDAL.
Conselleria de Educación e Ordenación Universitaria, Coruña, Spain

SKILLS:

- PHP
- HTML5
- CMS
- JOOMLA
- WORDPRESS
- PRESTASHOP
- INTERNET MARKETING
- E-MAIL MARKETING
- SOCIAL MEDIA MARKETING
- BLOGGER, COLUMNIST
- COPYWRITER
- DREAMWEAVER
- COREL DRAW
- PHOTOSHOP
- FLASH
- MICROSOFT OFFICE
- WINDOWS XP
- WINDOWS 7
- WINDOWS 8
- WINDOWS 10
- APPLE OS X

LANGUAGES:

English: Professional working proficiency.

Spanish: Mother tongue.

Portuguese: Professional working proficiency.

Italian: Basic.

POST SCRIPT:

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