

# OSCAR ALBERO RUIZ

UX CONTENT STRATEGIST

## FULL PORTFOLIO INFO:

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## EDUCATIONAL HISTORY

Advertising and PR Bachelor's Degree

*Universidad de Alicante, Spain*

Business Writing Remote Course

*University of Colorado, USA*

Business Administration Scholarship

*University Alexander Dubcek, Slovakia*

Fluent in English

TOEFL iBT (93)

## PROFESSIONAL HISTORY

### Remote Project Manager

#### Vulcanizados Alberola, Elche (Spain) / 2019 to present

- I started being in charge of the company's offline communication and PR actions.
- Currently, I'm working remotely in the UX Design and launch of a new CRO-focused website.

### Project Manager (UX)

#### Media Genesis, Detroit (MI) / 2017-2019

Advertising agency where I was in charge of projects with cross-functional teams, allocating tasks to IT and designers, along with keeping constant communication flow with clients to satisfy needs, guidelines, and budgets.

- **UX Design & Writing:** Microcopy and usability optimization for websites, apps, e-learnings, and e-commerce, taxonomy, and User Research and testing.
- **Content Strategy:** Content strategy, translation and creation for blogs, websites, and social platforms under SEO and Branding guidelines.
- All-Terrain PM: Technical content for Housing, Pharma (Bayer), Cannabis, Automobile (Fiat).

### Start-Up Co-Founder & CEO

#### meLord Brand Socks, Elche (Spain) / 2015-2017

- **Business and brand** design and development.
- Distribution to 34 stores in Spain and the south of France
- **PR:** Collaboration with influencers and celebrities as brand ambassadors.
- In charge of: textile design, website design and maintenance, and marketing strategy.

### Volunteer Project Manager

#### StrikeOutStroke NGO, Melbourne (AUS) / 2019-2020

Awareness raising focused marketing procedures.

- Internally: **Branding** and website **User Experience**.
- External **PR:** Sponsored **events** organization, affiliation with public and private schools, identification and teaming up with **politicians**, press and other potential social influencers.

### Intern Content Strategist

#### Grupoldex (Advertising Agency), Elche (Spain) / 2016

Advertising agency where I was in charge of the UX Writing, Content Strategy, and Translation in websites, blogs, SEO, SEM, and social channels for Natural Parks, governmental institutions, and indoor and outdoor designing companies.

### Freelance Works

- Axel Calvet (Dark Erotica Photographer, Melbourne): **Personal Branding**, website redesign, and Community Management.
- Daytona Bar (Elche): Branding and Community Management, **increasing sales** by 34% the first year and 58% since 2016.