

Alejandro Fresno Meyer

03700 Dénia

info@alejandrofresno.com

alejandrofresno.com

Tel.: 615 04 66 82



Languages

German: Bilingual. Born in Warendorf – N.R. Westfalen.

English: High level. 4 years learning and every day use.

French: Middle level. 3 years learning.

Spanish: Bilingual.

Valencian: High level.



Expertise

Art Fotográfico

Software for professional photographers.

Owner, 2004 – 2019

- Marketing, exponentially increasing billing for several years, my products are a reference on album design software.
- Customer care, mainly for customers in Europe and United States.
- Promoting and advertising campaigns in Facebook, Twitter, Adwords, magazines, mailing and web getting users in more than 75 countries.
- Positioning, I got to set my product websites on first places of organic searches (SEO).
- Awarded Hot One by the Professional Photographers Association of America for best album design software.

Tesmaco, S.A.

Machinery for the automotive industry.

IT Manager, 1989-2003

- Administrative tasks, alongside sales department for offer's calculation, costs analysis.
- Administrative support to Accounting, Production and Purchase Departments.
- Implant and adapt IT systems and improve departments organisation.
- Analysis of administrative processes in several departments to reduce workload.
- Programming the whole production and business software for the company achieving costs reduction and improving company competitiveness.

Porcelanas Sarset, S.L.

Production manager, 1988 -1989

Optimizing production processes and improving quality with ten employee in my charge.

Knowledge

- High School / COU.
- Office software. Excel, Word, Databases, SQL: High level. Mac OS X and Windows: High level.
- Photography, Photoshop.
- Web publishing tools: Wordpress, Prestashop, Joomla.
- SEO, Social marketing.
- Programming languages like Xojo, Java, PHP, Vbasic, Delphi, C, Javascript.

Other data

B driving license, own vehicle.

Sailboat skipper (P.E.R.)