

JUAN BARBOSA

SUMMARY

An experienced digital media analyst with over 5 years of experience. Proficient in web development technologies including HTML5, CSS3, and JavaScript, and knowledgeable in e-commerce principles and design. Skilled in developing, implementing, and evaluating e-commerce strategies using Google 360 and other valuable tools. Experienced in performing tests for web apps, websites and applications to improve usability and find bugs, and ensuring changes, fixes and system requirements are complied with. Strong written communication skills in English and Spanish and experience in translation and content management. Completed courses in Front-End Web Development with React, Methods and Statistics in Social Sciences, and Data Science from reputable universities.

CAREER HISTORY

Relevant Highlights

2018 - Present

Operations and Digital Media Analyst | *Institute for Methods Innovation*

- Internal and external project communication.
- Web development and design.
- Media production: graphic design, audio, and video production.
- System deliveries planning.
- Maintain and improve websites (visually and functionally) using HTML5, CSS3 and JavaScript keeping in mind the principles of e-commerce and design.
- Develop, implement, and evaluate e-commerce strategies using Google360 and other useful tools for this purpose.
- Collect engagement and conversion data from all technology assets to analyze and make improvements.
- Perform tests in the system in the web app, websites, and applications to improve usability and find bugs.
- Ensure changes, fixes and computer objectives are implemented.
- Assist marketing associates in creating, managing, updating, and using digital media.
- Perform keyword analysis and implement its results on the websites.

2015 - 2018

Digital Innovator | *Galería de Arte Jorge Becerra (Colombia)*

- Developed the gallery's marketing channels by creating an e-store (in WordPress using WooCommerce).
- Developed and maintained the digital marketing channels of the Art Gallery (including management and creation of advertising and digital content).
- Helped the gallery to focus on its target market.
- Trained artists in digital marketing tools and project design to help them promote their work.

- 2014 **Translator | Colombian National Maritime Authority (DIMAR)**
- Worked at the Strategic Communications Department.
 - Managed and translated the institutional contents of the English version of the web portal, advertising, and disclosure material, official and technical documents.
 - Supported content management of the web portal.

- 2011 – 2012 **Research Group Coordinator | Universidad Nacional de Colombia**
- Performed administrative tasks such as the acquisition of goods and services, basic accounting, and reporting.
 - Coordinated academic activities such as seminars, conferences, and courses.
 - Kept the group website up to date.
 - Helped review the English grammar and style of research articles for international journals and conference presentations.

- 2008 **Market Research Intern | SL Research**
- Supported the agency's projects theoretically and methodologically.
 - Established the base to start developing digital marketing projects using available social networks. Internal and external project communication.

EDUCATION

- 2020 **Front-End Web Development with React, Computer Programming**
The Hong Kong University of Science and Technology
Course

- 2017 – 2018 **Methods and Statistics in Social Sciences, Behavioral Sciences**
Universiteit van Amsterdam
Specialization

- 2018 **Exploratory Data Analysis, Data Science**
John Hopkins University
Course

- 2018 **R programming, Data Science**
John Hopkins University
Course

2017 - 2018

Getting and Cleaning Data, Data Science

John Hopkins University

Course

GRANT-FUNDED PROJECTS

Hypop: HYdrOgen Public OPiniOn and acceptance

European Commission Horizon2020 Innovation Action (2023-)

Budget: €1,062,755

GlobalSCAPE: Global Science Communication and Perception

European Commission Horizon2020 Research and Innovation (2021-2023)

Budget: €1,199,937 | www.global-scape.eu

Project Ô: Demonstration of planning and technology tools for a circular, integrated and symbiotic use of water

European Commission Horizon2020 Innovation (2018-2022)

Budget: €10,569,305 | www.eu-project-o.eu

RRING: Responsible Research and Innovation Networking Globally

European Commission Horizon2020 Research and Innovation (2018-2021)

Budget: ~€3 million | www.rring.eu

GRRIP: Grounding RRI [responsible research and innovation] Practices in Research Performing Organisations

European Commission Horizon2020 Coordination and Support Action (2018-2022)

Budget: ~€1.4 million | www.grrip.eu

MUSICA: Multiple Use of Space for Island Clean Autonomy

European Commission Horizon2020 Research and Innovation Action (2020-2024)

Budget: ~€9 million | www.musica-project.eu

SpaceEU: Fostering a young, creative and inclusive European Space Community

European Commission Horizon2020 R&I Framework Programme (2018–2020)

Budget: €993,883 | www.space-eu.org

TECHNICAL SKILLS

Webdesign: WordPress, HTML, CSS, PHP, Java

LANGUAGES

Native Spanish

English Proficiency