

ÈRIC SALAT BADIA

Frontend Developer

Web developer combining technical expertise with an entrepreneurial outlook. Experienced in web programming, design and marketing strategies, enabling me to conceptualize projects from inception to monetization. Focus on crafting intuitive, effective interfaces to drive high conversion rates, sales, and leads.



WORK EXPERIENCE

Vueling (via Capítole Consulting) — Frontend & Email Developer

May 2024 – Present (Barcelona)

- **Development and testing of code** for Vueling's emails, handling over 20 million monthly sends.
- **Redesign and update of emails** according to the new brand image as part of the company's rebranding process.
- **Development of AMPscript scripts in Salesforce** to implement business logic on the frontend and personalize email communications, tailoring content to each client's specific needs.
- **Creation of landing pages** for marketing campaigns and lead generation, optimizing conversion and performance.
- **Adaptation of the interface** of third-party tools and solutions to the corporate image, working with platforms like Levarti and 15Below.
- **Creation of a reusable frontend component library**, enhancing development efficiency and ensuring consistency in the user interface.
- **Integration of Movable Ink** to innovate in email design and development, increasing interactivity and content personalization.

Digital Response — Frontend & Email Developer

January 2023 – May 2024 (Barcelona)

- **Implemented more than 100 email campaign** layouts using HTML, CSS, and JavaScript for CaixaBank ensuring compatibility with all email clients and apps.
- **Design and programming of custom UI design systems** and components for the email marketing of banking and retail clients. Design in Figma and testing with Email on Acid.
- **Utilizing Adobe Campaign and JSP development** to deploy Customer Journey campaigns while conducting A/B Testing.
- **Creation of dynamic reports** on campaign metrics with large datasets using Google Data Studio and SQL (MySQL).
- **Collaborating closely with a cross-functional team** of over 25 individuals from business, design, and layout departments. Proficient in pair programming with developers and designers.
- I have developed customer journeys that have generated over **1 million euros in sales**.

Polièdric — *SEM/PPC Specialist | Digital Marketing*

June 2021 – March 2022 (Vilafranca del Penedès)

- **Managed pay-per-click advertising campaigns** including the strategy, design, implementation, measuring and analysis of ad performance in Google Ads, Facebook Ads, Amazon Ads.
- **Installation of pixels and measurement tools** using Google Tag Manager and JavaScript.
- **Regular meetings with clients** to analyze results and redefine digital marketing strategies and SEM campaigns.
- **SEO website audits** and strategy design for enhancing search engine rankings.
- Met customers regularly to **analyze results and redefine marketing strategies**.
- **Creation of dynamic reports** using Google Data Studio.
- **Invested +10.000€ monthly** in campaigns and **increased ROI +300%** in different client businesses.

SKILLS

- | | | |
|--------------|-------------|------------|
| ★ HTML | ★ React | ★ Tailwind |
| ★ CSS | ★ Next.js | ★ SQL |
| ★ Javascript | ★ Astro | ★ Git |
| ★ AMPScript | ★ Bootstrap | ★ Figma |

PROJECTS

Apps Factory — *Judge of the competition*

November 2023

- Evaluated 4 mobile application projects in key areas: business model, monetization, and software development.
- Collaborated in selecting the winner through consensus with other members of a professional software programmer jury.
- Presented the award to the winning team during the awards ceremony.
- Developed critical skills in project evaluation and collaborative decision-making.

Ainkaa — *Project Manager & Frontend Developer*

March 2021 – July 2021

Startup creation project. Developed an MVP for a web application, a service and skills exchange marketplace. Under the guidance of Wallapop and Aspasia Catalunya

- Programming in HTML, CSS, Javascript, React, and Firebase.
- UX/UI design in Figma.
- Business, financial and viability plan creation.
- Marketing plan development and market research.
- Elevator pitch and funding search.

Aplicación inmobiliaria — *Frontend Developer & Business*

December 2022 – Present

Startup creation project. Developed an app for renting, buying, and selling apartments and rooms in Barcelona, streamlining lease processes and cutting costs.

EDUCATION

Web Development - Professional Certification (560h) — *Aspasia Training Services Institute*

February 2022 – September 2022

- Coded with HTML 5, CSS 3, JavaScript and PHP.
- Coded with pre-processor PUG and SASS. Libraries: Bootstrap 5, React, Next.js

AppsFactory — *Aspasia Training Services Institute*

September 2020 – July 2021

Transversal training in the creation of startups based on mobile apps. Disciplines:

- Programming in HTML 5, CSS 3 and JavaScript.
- Business and funding plans.
- Marketing and market research.
- UX / UI design using Figma, Adobe XD, and Balsamiq.
- Product design.
- Agile and Lean Startup methodologies.

BA in Media and Cultural Studies — *University of Barcelona*

2015 – 2020

Cross-sectional studies on the media and the creative industries: from product creation to promotion.

IDIOMAS

★ Spanish (Native)

★ Catalan (Native)

★ English (C1)