

Andrés de Rojas Giménez

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QUALIFICATIONS

- Advertisement and Public Relations Graduate.
- Experience in Web Design.
- Creative individual with good technical knowledge.
- Excellent team-building skills and leadership experience.
- Computer literate: Windows, Macintosh, Microsoft Office, Adobe Photoshop, Adobe Dreamweaver, Adobe Acrobat, Sony Vegas, Avid Pro.
- Languages: Native in Spanish. Fluent in English (TOEFL iBT score: 105). Basic French.

EDUCATION

Licenciado en Publicidad y Relaciones Públicas 2008

("Advertising and Public Relations" a five-year degree awarded by the School of Communication Sciences. See below "courses of interest").
Madrid, Spain.

- Universidad Complutense de Madrid.

Study Abroad: Communication Management 2007-2008

The Hague, Netherlands.

- The Hague School of European Studies, De Haagse Hogeschool.

International Baccalaureate: Diploma Programme 2001-2003

Madrid, Spain.

- I.E.S. Ramiro de Maeztu.

WORK EXPERIENCE

Webmaster

- *Quinto Izquierda S.L.*, Madrid, Spain. Summer 2006-Present
 - Design and construction of the Website:
 - Construction of the original Website in HTML. Migration to XHTML/CSS and to the present version integrated in a Content Management System.
 - Tools: Drupal 6 (Open-source CMS, based in PHP and Apache), Adobe Suite CS2 (Photoshop, Flash, Dreamweaver, Acrobat).
 - Maintenance and upgrades
 - Banners and advertisement management
 - Search Engine Optimization (*SEO*)
 - Statistics analysis: Google Analytics
 - On-line advertising Management: Google Ad-words
 - W3C standard codes validation
 - <http://www.ejecutivos.es>

Web Design

- *National School of Languages*, Ottawa, Canada. Winter 2009
 - Design and construction of the new multimedia in XHTML/CSS
 - Design and Edition of promotional videos.
 - <http://www.nationalschool.ca/media>

Web and Graphic Design

- *Rojas² Communication Design*, Madrid, Spain.
 - Design of the logo and visual identity
 - Design and construction Website in XHTML/CSS
 - Multilingual: Spanish-English
 - www.rojas2.com

Spring-Summer 2008

Internship in Advertisement Department

- *Revista Ejecutivos*, Madrid, Spain.
 - Contact with advertisers and sell commercial space
 - Event Organization: Premios Ejecutivos Annual
 - Work with press releases.

Spring-Summer 2006

Personal Tutor

- Taught Contemporary History to non-Spanish students applying to obtain IBO Diploma in Spanish programme.
 - Prepared classes on Contemporary History
 - Prepared classes on how to write academic essays
 - Vocabulary
 - Grammar
 - Sentence structure
 - Whole text structure

Summer 2005

VOLUNTEER EXPERIENCE

Web Design

- *Apuntes de Publicidad*, Madrid, Spain.
 - Design and construction of the Website:
 - Built original Website in XHTML/CSS. Migration to actual site integrated in a Content Management System
 - Tools: Drupal 6 (Open-source CMS, based in PHP and Apache), Adobe Suite CS2 (Photoshop, Dreamweaver).
 - Basic format of an on-line community.
 - Maintenance and upgrades
 - <http://www.apuntesdepublicidad.com>

Spring 2007-Present

Information Officer

- The Hague Exchange Student Association
 - Organize activities for exchange students.
 - Assist in-coming exchange students with paperwork and adaptation.

Winter-Spring 2008

COURSES OF INTEREST

Communication Studies (Haagse Hogeschool, the Netherlands)

- Analyzed how mass media operate and their role in contemporary society.
- Learned the major communication theories.
- Final project: Edit a promotional magazine for the University.
 - Target analysis
 - Organization analysis
 - Messages
 - Visual design

Spring 2008

Intercultural Communication (Haagse Hogeschool, the Netherlands)

Winter 2008

- Learned the major theories and techniques of interpersonal communication.
- Learned to communicate across cultures at work.
- Studied how to overcome social and cultural differences in communication.
 - Recognize how culture influences perception and communicative behavior.
 - Recognize the main barriers and its implications in intercultural encounters.
- Acquired intercultural communication skills relevant to managing diversity and team leadership

New Media Design (Haagse Hogeschool, the Netherlands)

Fall 2007

- Learned to develop Websites: concept and interactive/visual design.
- Analyzed competitive Websites.
- Final team project: to develop a Website for a competitive enterprise:
 - Analysis of a competitive Website
 - Dossier about the Website to build:
 - Concept
 - Information design
 - Interactivity design
 - Visual design
 - Design and construction of the Website:
 - Tools: Adobe Photoshop Elements 2.0, Macromedia Dreamweaver MX 2004.
 - Codes: HTML and CSS
 - <http://www.rojas2.com/andres/bmwsite/default.htm>

Internal Communication (Haagse Hogeschool, the Netherlands)

Fall 2007

- Learned the role and functions of internal communication in an organization.
- Learned about planning's and instruments of internal communication.
- Final project: Develop an internal communication plan for a company that is going through a change.
 - Analysis of the organization
 - Profile
 - Corporate culture, corporate identity, leadership style
 - Communication flows
 - Problem statement: central questions and sub questions
 - The target groups
 - Communication objectives
 - Communication strategies
 - Operational aspects

Corporate Image (UCM, Spain)

2006-2007

- Studied concept, components, principles and values of Corporate Identity.
- Studied concept, principles and management of Corporate Image.
- Learned to configure Corporate Personality:
- Learned how to manage corporate image
- Corporate Reputation

Public Relations (UCM, Spain)

2006-2007

- Studied the role and tasks of public relations professionals.
- Learned to make internal and external communication plans.
- Learned and practiced the major theories of public speech.
- Learned to analyze organizations, publics and situations.
- Studied tools and channels of corporate communication
 - Press release
 - News conference
 - Website
 - Intranet
- Final Project: To act as a communication agency working on crisis management (internal and external communication).
 - Analysis of the organization
 - Target analysis
 - Communication objectives
 - The message
 - Communication tools and channels
 - Feedback tools and channels

Innovation in Media Communication (Zenith-Media España)

Winter 2006

- Studied communication through new media.
- Studied new uses of traditional media.
- Studied the new Internet wave: YouTube and Social Networks.
- Learned creativity techniques: brainstorming, workshops and others.

Digital Audiovisual Postproduction (UCM, Spain)

Spring 2006

- Worked with AVID Pro.
- Worked on projects using professional equipment.
- Learned how to edit and produce video.
- Final projects: Edit a film trailer; Write, film and edit a short film.

PERSONAL INTERESTS AND ACTIVITIES

Sports: Basketball, Hiking, Indoors soccer.

Travel: Netherlands, Germany, Poland, Belgium, Tunisia, England, Italy, Greece, Portugal, France, Turkey, eastern United States, Canada.

Arts: literature, films, writing short stories and blogging.