LUISA CASCÓN RODRÍGUEZ

c/ Moratines, 1-2ºC Madrid, España EMail: lcasconr@gmail.com Phone Number: 627 600 649	http://www.LuisaCascon.com	

Professional Profile	
I define myself as an IT Professional with an extensive experience in software development and IT project management, always committed to ensure that technology is aligned with business needs.	-Proactive and team player -Creative and goal oriented -Organized and disciplined

Job Experience

Since January 2012-Today Donde Están Las Demás Madrid www.DondeEstanLasDemas.com twitter.com/DEstanlasdemas facebook.com/DondeEstanLasDemas	Web design and programming. SEO specialist and Community Manager
Responsabilities:	
-web design, programming, analysis and optimization. SEO positioning On/Off -Design and production of unified reports -Generation of blog contents: Wordpress, Blogger -Email Marketing. Shipping newsletters (MailRelay, MailChimp…) -Managing and positioning of social networks: Facebook, Linkedin, Twitter, Pinterest...	
Tools:	
HTML5, CSS, JavaScript, EasyPromos, Google Analytics, WebMasterTools, Google Planner, Screaming Frog, Ubersuggest, Google Trends, Semrush, Majestic, Adwords,	

2013 in different webs www.TheElephantsLegalSpace.com www.JuanCruzFlamenco.com	Web design and programming SEO specialist and Web Analytics
Responsabilities:	
-Web design and programming, Web analysis and optimization. -SEO positioning, Web Trafic analysis, Google Analytics y WebMasterTools.	
Tools:	
HTML4, HTML5, CSS, JavaScript, JQuery, Ajax, ASP, Dreamweaver, Fireworks, Facebook, Twitter, Google+, WordPress, Blogger, Pinterest, Google Analytics, WebMasterTools	

October 2000- Today Companies: InterMoney Energía and Wind to Market Grupo CIMD Madrid, España	
October 2007- today InterMoney Energía and Wind to Market www.imenergia.com,www.w2m.es	Position: Chief of the software development unit
Responsabilities:	

Web design and programming. SEO positioning, contents analysis and generation
 -Main responsible for the design, analysis, architecture and development:
     * Clustered bid-ask system of electricity in real time (24x7)
     * Desktop applications for operating databases
     * Feeding applications for different databases from different sources and formats
     * Web communication servs. with entities of the Energy sector (OMIE, Esios, REE, Simel)
-Coordinate meetings with user areas. Taking requirements and documentation.
 -Organize and lead a team of professionals to meet and define the objectives	

Tools:	
HTML5, CSS, JavaScript, JQuery, Ajax, ASP, JSon, Google Analytics, WebMasterTools, Visual Studio, Python, Django, Java, SQLServer , Servicios mensajería, MySQL, NetBeans, Eclipse, Git, Servicios Web	
August 2004- October 2007 InterMoney Energía y Wind to Market www.enervia.com, soe.enervia.com	Responsible of IT support and software development

Responsabilities:	
- IT Contact with the business areas for making service requirements and definition Relationship with external suppliers. Corrective maintenance and / or evolutionary.	
Tools:	
HTML, CSS, JavaScript, ASP, Dreamweaver, Fireworks, VisualStudio.net, SQLServer , Transact SQL, XML	

August 2002- August 2004 InterMoney Energía -www.enervia.com	IT coordinator
Responsabilities:	
Identification of requirements, training, development, implementation and testing of Apps	
Tools:	
HTML, CSS, JavaScript, ASP, Dreamweaver, Fireworks, Flash, VBA, Visual Basic 6.0, Matlab, MSDos	

October 2000- August 2002 Grupo CIMD - www.enervia.com	WebMaster
Responsabilities:	
- Web creation, design, programming and maintenance	
Tools:	
HTML, CSS, JavaScript, ASP, Dreamweaver, Fireworks, Flash, VBA, Visual Basic 6.0, Office	

March 2000- October 2000 Comaof -www.comaof.com	Responsible of IT Support and testing of new applications
Responsabilities:	
- Development, implementation and testing of applications for barcode readers. - Web creation, design, programming and maintenance	
Tools:	
HTML, Dreamweaver, Fireworks, Lenguaje programación propio lectores códigos de barras, C, C++	

August 2003- November 2007 MasHookUp - www.MasHookUp.com	Associated director
Responsabilities:	
- Web creation, design, programming and maintenance and newsletter issuing	
Tools:	
HTML, CSS, Dreamweaver, Fireworks, Flash, ASP, MySQL	

Education

2014-Today: Master SEO-SEM Professional	KSchool
2004- 2008: 3 Graduate courses in Industrial Engineering	UNED
1999: Master in Applied climatology and Environmental Risk Assessment. Project: Evolution of noise in Barajas	INM. Complutense
1998: Graduate studies in soil physics. Scholarship of the Spanish Foreign affairs ministry	Curitiba-Brasil
1992-1998: Bachelor of science in Physics Double major in particle and materials physics	Santiago Compostela

Training courses

2013-2012: Web Community Manager. Positioning technics	Ceim
2011: Communication skills	Adams
2011: team building and people management skills	Ceim

Languages

Bilingual Spanish-Galician English: High. First certificate and the official title of the Escuela oficial de idiomas. French and Portuguese: Basic