



CAROLINA SEOANE

Communication
Designer



PROFILE

Communication specialist focused on Patient Advocacy Campaigns with +3 years of Industry Experience. I am responsible to implement Digital initiatives and manage the content of the different therapeutical areas of the company. Currently looking for new thrilling opportunities.



CONTACT ME



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Bretón de los Herreros, 13
28003 - MADRID (Spain)



PROFESSIONAL SKILLS

- HTML5 + CSS3
- WEB ANALYTICS
- SEO + SEM + ROI
- SOCIAL MEDIA
- DIGITAL DESIGN
- SEO



WORK EXPERIENCE

- JANSSEN (J&J) / DEC 2013 - Current
eBusiness Analyst: Responsible to implement Digital initiatives and manage the content of the different digital initiatives existing in the company. Support eBusiness management on researching new technologies and applications for leading the use of new media capabilities to expand reach in existing markets and capture new audiences driving revenue.



EDUCATION

- MASTER'S DEGREE / OCT 2013 - JUL 2014
IED MÁSTER: Management in Digital Marketing, Communication & E-Business Management.
- BACHELOR'S DEGREE (5 years) / SEP 2008 - JUN 2013
COMPLUTENSE UNIVERSITY OF MADRID: Audiovisual Communication.
- MASTER OF ARTS / SEP 2011 - MAY 2012
University of Helsinki: Master's Degree in Media and Global Communication (MGC). Erasmus Programme.



COMPLEMENTARY EDUCATION

- SEARCH ENGINE OPTIMIZATION: NEWEST TECHNIQUES (Cámara de Comercio, 2014)
- DESIGN THE WEB: FROM ILLUSTRATOR TO HTML5 (LYNDA.ORG, 2014)
- MULTICHANNEL STRATEGY IN HEALTHCARE COMPANIES (2015)
- PATIENT ADVOCACY & SOCIAL MEDIA (2015)
- MOBILE FIRST (IE, 2015)



PROFICIENCY

- PHOTOSHOP
- ENGLISH (C1)
- ILLUSTRATOR
- GERMAN (A1)