



FERNANDO MASIÁ

DIGITAL & STRATEGY CONSULTANT

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PERSONAL PROFILE

+5 years of experience in operations and marketing as a strategic and digital consultant. Worked for multinationals in different sectors; phytosanitary, retail, FMCG, automotive, leisure and health. Passionate about innovation and digital marketing, areas that I consider key for sustainable growth, both from economic and social perspective.

EXPERTISE

- Web (UX/UI)
- CRO
- Graphic Design
- HTML/CSS
- Email Marketing
- Figma / Adobe
- Javascript
- Wordpress

LANGUAGES

Spanish Mother Tongue
 Catalan Mother Tongue
 English Bilingual (CPE)
 Cambridge Proficient in English)

HOBBIES & INTERESTS

- Running (2018 Stockholm Marathon Finisher)
- Reading (Marketing & Productivity)
- Running trails and hiking
- Support and web design for a race in favor of retina diseases and investigation

PROFESSIONAL EXPERIENCE



Innovation Consultant - Digital Strategy and UX/UI

JUL 2021 - PRESENT

- Research and innovation consultancy (big data and cybersecurity) for a banking leader in Spain



Business & Ecommerce Consultant

NOV 2019 - JULY 2021

- Business strategy, web design, accessibility, social media, email marketing, graphic design, logistics, etc



Senior Consultant

MAR 2017 - NOV 2019

- **Industriess:** FMCG, retail, automotive, banking, leisure, etc
- **Expertise fields:** strategic plans, digital transformation projects, marketing plan, content marketing, CX, etc



Strategy & Operations, Analyst Internships

FEB 2016 - SEP 2016

- Market research and management consultancy for consumer goods companies.



Exports & Industrial Products, Analyst Internships

JUN 2015 - AUG 2015

- International portfolio analysis aiming for sales opportunities at a national level within tourist segment



IQV internacional (Mat Holding Group), Internships

JUN 2013 - JUL 2013

- Conducted market research for international business opportunities in emergent market. Contacted potential suppliers in china, india and USA.

EDUCATION



Hack a Boss Full Stack Development Bootcamp (2020)



Digital Marketing and Ecommerce Master (2020)



International Degree in Management - Bilingual (2012-2016)

OTHER LEARNINGS



Web Design and responsive design, UX-UI- Udemy



Agile Methodologies 2022 (Viewnext Certification)



Web Development - (Google Developers Course Udacity)



Official Certification (2020)