

OSCAR ALBERO RUIZ

UX CONTENT STRATEGIST

FULL PORTFOLIO INFO:

www.oscaralbero.com
oscaralbero.oo@gmail.com
 LinkedIn: [oscaralbero](#)
 Phone: 0674256569
 Blog: [2eyes2see.com](#)

Remote Project Manager

Vulcanizados Alberola, Elche (Spain) / 2019 to present

- I started being in charge of the company's offline communication and PR actions.
- Currently, I'm working remotely in the UX Design and launch of a new CRO-focused website.

Project Manager (UX)

Media Genesis, Detroit (MI) / 2017-2019

Advertising agency where I was in charge of projects with cross-functional teams, allocating tasks to IT and designers, along with keeping constant communication flow with clients to satisfy needs, guidelines, and budgets.

- **UX Design & Writing:** Microcopy and usability optimization for websites, apps, e-learnings, and e-commerce taxonomy, and User Research and testing.
- **Content Strategy:** Content strategy, translation and creation for blogs, websites, and social platforms under SEO and Branding guidelines.
- All-Terrain PM: Technical content for Housing, Pharma (Bayer), Cannabis, Automobile (Fiat).

Start-Up Co-Founder & CEO

mcLord Brand Socks, Elche (Spain) / 2015-2017

- Business and brand design and development.
- Distribution to 34 stores in Spain and the south of France
- PR: Collaboration with influencers and celebrities as brand ambassadors.
- In charge of: textile design, website design and maintenance, and marketing strategy.

Volunteer Project Manager

StrikeOutStroke NGO, Melbourne (AUS) / 2019-2020

Awareness raising focused marketing procedures.

- Internally: **Branding** and website **User Experience**.
- External PR: Sponsored **events** organization, affiliation with public and private schools, identification and teaming up with **politicians**, press and other potential social influencers.

Intern Content Strategist

Grupoldex (Advertising Agency), Elche (Spain) / 2016

Advertising agency where I was in charge of the UX Writing, Content Strategy, and Translation in websites, blogs, SEO, SEM, and social channels for Natural Parks, governmental institutions, and indoor and outdoor designing companies.

Freelance Works

- Axel Calvet (Dark Erotica Photographer, Melbourne): **Personal Branding**, website redesign, and Community Management.
- Daytona Bar (Elche): Branding and Community Management, **increasing sales** by 34% the first year and 58% since 2016.

EDUCATIONAL HISTORY

Advertising and PR Bachelor's Degree

Universidad de Alicante, Spain

Business Writing Remote Course

University of Colorado, USA

Business Administration Scholarship

University Alexander Dubcek, Slovakia

Fluent in English

TOEFL iBT (93)