



JOEL VILLARINI FALBE

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LinkedIn

OBJECTIVE PROFILE

- Online Communications, Social Media & Internet Marketing Professional seeking new challenges and growth in the media industry.

PROFESSIONAL PROFILE

- Web development, strategy planning, implementation and site maintenance.
- Current in online advertising and website standards, metrics and SEO.
- Passion for social media, active user engagement and online communities.
- Content planning, marketing and multi-channel distribution.
- Online marketing research, ad campaign planning, buying and analysis.
- Highly influential in social media networks (Klout Score of 59).
- Active blogger and content producer. Highly involved in Internet industry events.
- Experienced in preparing and conducting training seminars/presentations.
- Fully bilingual English & Spanish. Solid writing skills (over 700 written blog posts).
- Experienced in working and coordinating with multiple departments and teams.

SKILLS & TOOLS

Adobe CS5	Google+ for Business
Basecamp	HootSuite Dashboard
Cloud Services	Inbound Marketing
Facebook Ads & Apps	Mailchimp
Facebook Pages	Microsoft Office
Formstack	RSS
Geolocation Apps	Sentiment Analysis
Google AdSense	SEO & SEM
Google AdWords	Twitter Promotions
Google Analytics	WordPress Blogs

WORK EXPERIENCE

February 2010 - Present

Bella International Group

San Juan, Puerto Rico

SOCIAL MEDIA MANAGER

- Management of complete Internet Marketing & Social Media presence for Honda & Acura in Puerto Rico.
- Provide online customer service through social media channels, handle customer requests and provide prompt responses.
- Content management for multiple company websites. Advise on new content.
- Marketing strategy using Google AdWords, Facebook Ads, Facebook Apps Twitter Ads, Email campaigns, budgeting and reporting.
- In only 1 year being of opening social media presence, Honda became one of the top 5 most recognized brands amongst local social media users. April 2011 study of Nexos Económicos and Soto, Santoni y Asociados (<http://slidesha.re/top5honda>).

April - December 2009

MMM Holdings, Inc.

San Juan, Puerto Rico

WEBMASTER

- Designed and updated websites that followed strict federal accesibility guidelines in compliance with section 508.
- Managed content on Sharepoint intranet and websites.
- Project management on all marketing web related initiatives.

September 2005 - March 2009

Uno Radio Group

San Juan, Puerto Rico

WEBMASTER & PODCASTING DIRECTOR

- Managed and created all radio station websites (salsoul.com, fidelitypr.com, notiuno.com & tocadeto.com). from their inception to their maintenance, online audience research, visitor metrics, banner placement and website marketing.
- Responsible for all content management (looking for content, preparing and launching). Teamwork with show producers.
- Implemented a Podcasting system for 17 radio shows. Supervised and trained employees in podcast editing and distribution.
- Direct contact with advertising agencies for online sales. Training of sales staff on Internet sales, metrics and procedures.

WORK EXPERIENCE (CONTINUED)

January 2002 - August 2004

Rama Judicial de Puerto Rico

Hato Rey, Puerto Rico

WEB DESIGNER

- Redevelopment of 900+ page website and Intranet sites.
- Worked with public documents and forms and turned them into electronic formats.
- Designed promotional posters, brochures and logos for public and office use.

EDUCATION & LATEST TRAINING

September 1997 - June 2001

University of Denver

Denver, Colorado

BACHELOR OF ARTS IN DIGITAL MEDIA STUDIES

- Minors in Marketing & Communication.

August 1984 - May 1997

Colegio Madre Cabrini

San Juan, Puerto Rico

HIGH SCHOOL DIPLOMA

September 2011 - Present

HootSuite University

Online

SOCIAL MEDIA DASHBOARD CERTIFICATION

- Currently working towards getting certified in HootSuite social media management dashboard software.

June 2010

Goobec Inc.

San Juan, Puerto Rico

GOOGLE ADWORDS

- Received training in basic and middle level Google AdWords.

AWARDS & RECOGNITIONS

- **Uno Radio Group:** Employee of the Month for October 2007.
- **Rama Judicial de Puerto Rico:** Winner of logo contest for the "Centro de Mediación de Conflictos".

PROFESSIONAL MEMBERSHIPS

- **Interactive Advertising Bureau (IAB PR):** Active member of Board of Directors. Serving as Director of Social Media.
- **Social Media Club of Puerto Rico:** Current member and volunteer.
- **SME Digital Committee:** 2012 Member

SOCIAL MEDIA LINKS

- [facebook.com/villarinijoel](https://www.facebook.com/villarinijoel)
- twitter.com/jvillarini & [.com/socialflash](https://twitter.com/socialflash)
- [Linked in.com/in/joelvillarini](https://www.linkedin.com/in/joelvillarini)
- [Blog: www.enteratedeesto.com](http://www.enteratedeesto.com)