

Carlos Albaladejo *

22/07/80, Murcia, Spain**
ID number: 34834633 Y***
+34 687959376
carlos@albaladejo.net
driving license type b1

- * *Pro internet communication specialist. Social Media enthusiast with a background of 9 years experience working on:*
 - Corporate, institutional and personal Internet presence strategic planning, development and management
 - Online social relationships with different targets management
 - Media and blog edition and publication.
- ** *Optimistic, empathic, sociable, easy going and diplomatic attitude.*
- *** *Spoken, written and public communication skills.*

employment history

Year / length: 2008-2009 / 18 months
Open University of Catalonia (UOC) UNESCO Chair in e-Learning
Online communication and events manager

- Design and implementation of the Chair's social media strategy, as well as its interaction with desired targets in order to position it as an international reference in e-Learning and Education 2.0.
- Social media presence and influence tracking.
- Conceptualization, design and development of www.unescochair.blogs.uoc.edu blog
- Editorial management of the English language blog: development, edition and publication of information society, e-Learning and web 2.0 related content
- Seminars, conferences, roundtables and training activities organization, as well as their online communication
- Video recording and edition of these activities and their spreading among the community in order to enable discussion about the Chair's areas of activity
- Target relationship management

Year / length: 2009 / 8 months
Social Media Co-Lab: Howard Rheingold & Associates + Open University of Catalonia (UOC)
Project Manager

- Management of the relationship among social media evangelist and sociologist Howard Rheingold and his team and UOC faculty and technical staff
- Participation on an strategic report for the introduction of social media at the University and promotion of an open discussion about the report
- Launch and promotion of three beta virtual communities

Year / length: 2007-2008 / 6 months
Imayhem BCN - <http://www.imayhem.com>
Partner & Account manager

- Imayhem partner for the growing of the business in Barcelona
- Director of the Barcelona delegation
- Business opportunity identification
- Barcelona account and project manager

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Year / length: 2007 / 10 months

**Fundación Telefónica + Universitat Oberta de Catalunya (UOC)
Education and Culture editor at www.creamoselfuturo.com**

- Editor of the Education and Culture channel of the Creamos el Futuro blog
- Edition, publication and development of Spanish language content related to ICT, web 2.0, digital culture and education
- Creation of a network of education and web 2.0 expert bloggers and coordination of their participation
- Project activity monitoring using quantitative and qualitative tracking tools
- Management of the public relationships

Yearh / lenght: 2007 / 6 months

**Planeta Medios Digitales / ADN.es
Editor, Culture area**

- Member of the original editorial staff of ADN.es: usability and functional testing during launch
- Creation of multimedia pieces about art, music, movies, books and communication.
- Area public participation management.

education and training

Year: 2004

Title: Máster DIGILAB Digital Communication

Center: FCC Blanquerna, Universitat Ramon Llull de Barcelona.

Year: 2003

Title: Degree on Journalism

Center: FCC, Universidad Católica San Antonio (UCAM) de Murcia.

Year: 2009

Title: Course "Digital competences, knowledge and skills for the network society"

Center: Consorcio Universitario Internacional Menéndez Pelayo de Barcelona.

Languages:

- Spanish: native
- English: high level
- Catalan: intermediate level

Carlos Albaladejo Velasco

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Internet skills



- Most used 2.0 tools: Content Management Systems & blogging (Wordpress, Plone, Drupal, Joomla, Textpattern), microblogging (Twitter, Yammer), streaming (Sclipo), search and monitoring (Google search, blogsearch, Trends, Twitter search, socialmention, etc.), information bookmarking & sharing (Delicious & similar), social networks (Facebook, Linked in and similar), tracking (Google Analytics), presentation tools (Prezi), RSS and content platforms (Flickr, Youtube, Vimeo, etc.)
- Mac, Windows & Ubuntu OS's
- Graphic and web design software (Dreamweaver, Photoshop, Freehand), layout editing (QuarkXPress), HTML and CSS languages

other employments



- Blogger during IV Congreso de la Cibernsiedad at Observatorio de la Cibernsiedad / Citilab Cornellà. Autor relationship management (400 authors). blogs.cibersociedad.net November - December 2009
- Copywriter at www.openads.es, marketing weblog part of the Openblogs blogging network, 2006 & 2007. Topics: buzz, viral, campaigns.
- Personal weblog about Internet, marketing, communication, open culture, music, art and others. Since may 2005. gonzolog.net
- Editor at mosaic.uoc.edu, Multimedia Degree digital magazine - UOC. 2005 & 2006
- Copywriter at Europa Press Murcia (news agency). 2003
- Copywriter at El Faro de Murcia (local newspaper). 2001.
- Founder of Colectivo Moog association: international music gig programming, digital identity creation and public relationships management using email and forums. From 2001 to 2004.
- Articles, reports and interviews published on several magazines from 2003 to 2009. Topics: culture, arte, music, Internet.

teaching experience



- Lesson: Digital Identity at 5th Design and Architecture Master, Escuela Superior de Disseny de Barcelona (ELISAVA). November 2009.
- Conference: "Creating your professional online identity" at UCAM. Murcia, December 2008.
- Lesson: "Online culture distribution: The Long Tail", Digital Media seminar (UPC, Universitat Politècnica de Catalunya). Barcelona, October 2006