

Eloi Cotonat Donat

Digital Marketing · SEO · Content · Web Development

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PROFESSIONAL PROFILE

A hybrid profile between content, SEO and development: I design, build and position web projects end to end, from the architecture and the technical SEO to the editorial strategy and the audiovisual production. Currently taking a Master's Degree in Digital Marketing and a Bachelor's Degree in Multimedia (UOC), on a base of almost 6 years in IT that lets me touch the code and not just the brief. Author of Negocio Manual and SEO Manual, two projects of my own on content and training.

PROFESSIONAL EXPERIENCE

Negocio Manual · Founder and editor

May 2026 – Present

Own project · Content, SEO and web development · Barcelona

- Designed and built negociomanual.com on WordPress, focused on technical SEO, performance and Core Web Vitals.
- Set the editorial strategy and wrote the guides and manuals for small businesses and freelancers, backed by published reports and studies.
- Launched SEO Manual, its gamified training annex with XP, achievements and quizzes, out of the SEO subject of the Master in Digital Marketing.
- Worked on the visual identity and on adapting the content to social media.

Tech: WordPress, technical SEO, content strategy, web analytics.

Audiovisual Content Creator

Apr. 2024 – Present

On my own · Glaecy, MR.RPM and Supergatos · Barcelona

- I produce video and photography for artists and content creators, from the concept to the shoot and handing over the footage.
- I adapt the material to YouTube and social media formats according to the goal of each piece.

Tech: DaVinci Resolve, Adobe Creative Cloud, camera, photography.

QA and Automation Consultant

Apr. 2026 – Aug. 2026

Accenture · UPRO platform by Red.es, with European funding · Remote

- Automated part of the data collection with Playwright and wrote scripts inside Excel to process and move the data.
- Documented processes and gave functional support to users, handling and resolving incident tickets.

Tech: Playwright, JavaScript, Excel, Jira.

Earlier technical background

2018 – 2025

VHIR · Stockagile · Parc Sanitari Sant Joan de Déu

- QA and E2E test automation with Cypress and Playwright, integrated in the CI pipeline with Docker (2022–2025).
- Systems administration, Active Directory, Microsoft 365 and networks in a hospital environment (2018–2021).

Tech: Cypress, Playwright, Bitbucket Pipelines, Docker, SQL, Active Directory.

SKILLS

Marketing and content

Technical and content SEO · Editorial strategy · Copywriting · Web analytics · Social media branding

Design and audiovisual

Adobe Creative Cloud · DaVinci Resolve · Photography · Camera direction

Web and development

WordPress · Astro · HTML / CSS · JavaScript · Core Web Vitals

Tools

Jira · Notion · Advanced Excel · Git

PROJECTS

Negocio Manual

negociomanual.com · Web, SEO and content

SEO Manual

seo.negociomanual.com · Gamified academy

Own portfolio

eloicotonat.com · Astro · Web, audiovisual and QA

EDUCATION

Master's Degree in Digital Marketing

Universitat Oberta de Catalunya (UOC) · 2026 – Present

Bachelor's Degree in Multimedia

Universitat Oberta de Catalunya (UOC) · 2026 – Present

Master's Degree in Humanities: Art, Literature and Culture

Universitat Oberta de Catalunya (UOC) · 2023 – 2026

Bachelor's Degree in Communication (Audiovisual)

Universitat Oberta de Catalunya (UOC) · 2018 – 2022

Higher National Diploma in Network Systems Administration

Institut Obert de Catalunya (IOC) · 2019 – 2023

LANGUAGES

Catalan and Spanish native · English C1 (studied at the EOI, no official certificate) · French A1 · German A1 (EOI, 2022)