

Gorka Pradas

Sustainable Urbanism enthusiast

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<https://www.linkedin.com/in/gorka-pradas/> 

Dulantzi, Basque Country (Spain) 

A 10-year-experienced Social Media Manager and an urban public space designer, creative and resilient but also ambitious and willing to create good environments and better results. Experience demonstrated in mobility, logistics and public space projects for the city of Vitoria-Gasteiz and also awarded by the EIT. I am therefore a professional, easy-going, open-minded and an eager-learner networker.

AREAS OF EXPERTISE

· Social Media · Community Management · Leadership · Planning · Urban resilience

· Account Management · Google Analytics · SEO · Logistics and Mobility · Agile Development

· Scrum technologies · Email marketing · Facebook · LinkedIn · Twitter · Coaching

PROFESSIONAL EXPERIENCE

INTERNSHIP IN DIGITALISATION, NETWORK RESILIENCE AND ELECTRIC MOBILITY

Transportes Urbanos de Vitoria-Gasteiz (TUVISA), Vitoria-Gasteiz

01/12/2021 – 01/07/2022

Achievements

- Manage, develop and contribute to different IT systems: SAE, Service Usage and Quality of Service.
- Development on its own account of a line project aimed at improving the service of the lines, providing greater coverage to the new neighbourhoods and complementing the tramway.
- Implementation of the computer programme for the appointment of urban bus services.
- Study of the reorganisation of urban bus service lines.
- Support in tasks related to the implementation of the EIB/BEI and other tasks inherent to the traffic area of the company.
- Coordination of the Electric Intelligent Bus, which has reached the usage of 2019 and completely improved the bus line in an 80%.

Employer: M^ºJosé Ajuriaguerra – majuriaguerra@vitoria-gasteiz.org

EIB INFORMATION CAMPAIGN DYNAMISER

Eventokit, Vitoria-Gasteiz

01/10/2021 – 10/11/2021

Achievements

- Following BEI's (Electric Intelligent Bus) campaign by giving further information to the customers in different points of Vitoria-Gasteiz.
- Solving doubts coming from entities, customers and media.

Employer: Natxo Ruiz de Larrea – natxo@eventokit.es

COMMUNITY AND SOCIAL MEDIA MANAGER

Imperio Crossing, Spain

11/10/2010 – Present

Achievements

- Created and managed a whole forum from the beginning, developing it into a successful network with 3000 active members.
- Successfully managed a Twitter account, reaching more than 1000 followers in less than a year without any advertisement marketing.
- Reached our members and non-ones by creating and designing different workshops, merchandising and artist collaborations during the past years.
- Set the possibility to be able in 4 languages – Spanish (main), Basque, English, French –.
- Taken the brand into different social networks, such as Discord, Facebook, YouTube, Twitch, Forums.
- Solved questions, issues, problems and doubts of a wide range of customers, from young people to old ones, beginners to professionals in the sector.
- Taken the role as a recruiter, training a large group of employees in social media, forums and customer service.
- Developed a whole point system with which you can redeem those points into merchandising or giveaway passes, by taking part in the community.

Employer: Me (Gorka Pradas)

MARKETING SPECIALIST TRAINEE

Imperio Nintendo, Spain

23/09/2012 – 23/09/2020

Achievements

- Managed a budget to design and create merchandising items for the brand, including cups and other utilities.
- Made and edited interviews to different popular gamers and website owners and staff.
- Created and started different contests, competitions and giveaways to enhance and encourage our followers to take part into the community.
- Recruited different kinds of people to work in areas like social media management, design and community management.

Employer: Joaquín Pardo – consul.ximo.i@gmail.com

GRAPHIC DESIGNER AND EVENT MANAGER

Sarburu Kultur Elkartea NPO, Vitoria-Gasteiz

23/11/2019 – 01/01/2021

Achievements

- Coordinated and planned different events regarding Basque language improvement in society during all the internships.
- Designed with Adobe Photoshop, PhotoScape and Camtasia video editor several posters, event videos and advertisements.
- Attended as the public face of these events, being able to respond any question or entertain a wide-range group of people.
- Made several interviews on the news as an organization and attended to politically important events.

Contact: Iñaki Iratzoki – iniratz@gmail.com

STUDIES AND EDUCATION

COURSE IN SUSTAINABLE CITIES AND COMMUNITIES

UCLL University of Applied Sciences, Belgium

13/03/2022 – 20/03/2022

Achievements

- Opportunity given to learn about Smart City innovations and sustainability by addressing the best practice examples on smart transformation whilst disseminating guidance and information transformation within data, energy, security, transport, infrastructure and the environment.
- Development of a project consisted in making clean hydrogen using water and carbon dioxide.
- Been in touch with the urban concept of Hasselt, taking into account the bike lane network and calm zones in the city centre.

Contact: limburg@ucll.be

ERASMUS IN SOFTWARE ENGINEERING

Tampere University of Applied Sciences (TAMK), Finland

01/01/2021 – 05/01/2021

Grade: 4 out of 5

Achievements

- The exchange studies were based into Agile development, Scrum, JavaScript, HTML, CSS, Linux and Apache servers, React and C++.
- Attended outer engineering courses for Business and Process development.

Contact: incomina.tamk@tuni.fi

BACHELOR IN IT ENGINEERING AND ICT MANAGEMENT

University of the Basque Country (UPV/EHU), Spain

09/09/2017 – Present

Graduation expected in 2022

Average grade: 8 out of 10

Achievements

- Studies based primarily into Java, Assembly language, SQL, PostgreSQL, C++, MATLAB, Business Management, Business processing and Marketing.
- Merits into presenting the campus to new students and exchange ones in Buddy programmes.
- Merits taking part in ecologism and sustainability workshops for the university development.

Contact: sec-directora.ei-vi@ehu.es

LANGUAGE SKILLS

MOTHER TONGUE:

- Spanish
- Basque

MANAGE PERFECTLY:

- English
- French

GOOD LEVEL:

- Finnish
- Catalan

MERITS AND ACCOMPLISHMENTS

1ST PRIZE IN SOLIDARY AND SUSTAINABLE URBAN LOGISTICS CONTEST

EIT Urban Mobility

07/2021

“Raise awareness of the problems of eCommerce, analyze its origins, contours and causes, its agents and affected parties, and generate alternative solutions to blockage, restriction or limitation, through innovative and creative ideas in which all those involved and can participate.”

Achievements

- Awarded for presenting a sustainable logistics project, consisted in creating a distribution network with a consolidation center as the starting point, distributing all the packages using Cargo Bikes through collection points.
- Prize consisted in a given a financial award and the chance to attend to the Smart Cities World Expo 22' in Barcelona
- Project currently being developed for the cities of Vitoria-Gasteiz and Getxo.

Contact: citython@carnetbarcelona.com

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1ST PRIZE IN VIDEO CREATION CONTEST FOR PLEVS

Ciclonic

07/2020

Achievements

- Video contest about sustainable mobility for the PLEV (Personal Light Electric Vehicles) day.
- Prize consisted in a 2000€ worth unicycle.
- Won according to a large professional jury of video editing and PLEVs.

Contact: info@iwheelsurvive.com

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KICKSTARTER OF URBANISM PROJECTS IN VITORIA-GASTEIZ

City Hall of Vitoria-Gasteiz, Spain

Achievements

- Great developments in several neighbourhoods regarding sustainable mobility.
 - Design of several PowerPoint files and infographics about these projects.
 - Gained more space to the pedestrians and bicycles/PLEVs, with new bike lanes and pedestrian-only zones.
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BUS LINE NETWORK REORGANISATION FOR VITORIA-GASTEIZ

TUVISA, Vitoria-Gasteiz

Achievements

- Design and analysis of different new bus lines, connecting better the neighbourhoods with the surrounding ones and the city centre
- Talks had with several associations in order to know their needs and show up the weaknesses of the actual bus network.
- Increase of the network coverage by 20% and more usage gained, expecting even more in the future.