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PROFESSIONAL EXPERIENCE

Digital Marketing specialist. Content & Social Media Manager. Aplicaciones Tecnológicas S.A. (Valencia) - 2021 - act.

Digital marketing specialist for Aplicaciones Tecnológicas S.A., a company focused on the development and manufacture of cutting-edge technology for security against electrical storms and earthing systems and to the distribution of medical technology and radiological protection. Responsible for corporate content and social media manager for both divisions: **Smart Earthing-Smart Lightning** and **Radiation Protection - Medical**. Online presence management through content (SEO). Advanced customer prospecting. Social selling.

Digital Marketing Specialist, Social Media Manager & co-partner, White App (Valencia) - 2016 - 2021

Responsible for online and offline marketing for White App, an e-commerce platform development company. Social media management, email marketing, content marketing and in-house design.

FEATURED PROJECTS

impactovalencia.com (design, programming, maintenance, SEO strategy)

ciudadcontexto.com (programming)

Grupo Vicios (content management, SEO)

rulls.es (strategy, web design)

Communications and events coordinator, Colector (Valencia) - 2018- 2020

Communication and events coordinator at Colector, a coworking, collaboration and experimentation space in the city of Valencia. Co-founder and part of the commission of the project's management.

Community Manager, David Cantó Studio (Valencia) - 2016

Freelance Community Manager for David Cantó Studio. Online management for several brands in Valencia.

E-Commerce, Content & SEO Manager, Juan Vidal (Alicante) - 2014 -2016

E-Commerce, Content & SEO Manager for fashion brand Juan Vidal. Launch of online shop of *pret-a-porter* clothing line. Monitoring of traffic results, sales and brand reputation for the development of future strategies through the analysis of different KPIs. Writing and analysing the results of e-mail marketing campaigns.

Field Publication Manager, hibu (Madrid) - 2012 - 2014

Coordination and editing of contributors, layout, writing and photography. Part of an international team (USA/UK/LatAm), which implemented the distribution of more than 5,000 local magazines worldwide.

Editor, Diario Información/informacion.es (Alicante) - 2007 - 2012

Editor in daily press in the daily newspaper Información (Alicante), of the Editorial Prensa Ibérica group and its digital version, specialising in local information, culture and economics. Social media managing team since 2011.

EDUCATION

2011 Online Master's Degree in Journalism and Digital Communication from the Instituto Universitario de Posgrado (Alicante-Barcelona).

2006 Information Sciences (Journalism) by the UCH - CEU (Valencia)

2005 University Expert in Protocol, Ceremonial and Event Organisation by the International School of Protocol of the UMH (Elche).

LANGUAGES

Spanish - Native. Advanced level of writing and proofreading.

English - High Level (C1)

SKILLS

CMS and eCommerce: WordPress, Prestashop, Magento, Shopify

Google Marketing Platform: Analytics, Search Console, Tags Manager

CRM: Salesforce, Hubspot

Management Tools: Woorank, Ahrefs, Semrush, Screaming Frog, Metricool

Customer prospecting: Snov.io, LinkedIn Sales Navigator