

Hello,



My name is **Marc Lorenzo** and I'm the **Mighty Adman™**, an enthusiast of advertising, technology and sports fueled by coffee. I learnt that nothing great has ever come from someone who didn't love what they were doing. I'm really passionate about everything I do.

call (+34) 617 978 698
write marc@mlorenz.com
visit www.mlorenz.com

01. Skillset

What defines me and my work

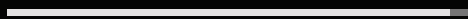
ON & OFF Marketing / Advertising



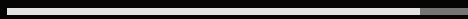
Research & Analytics



Technology & Social Media



Design & Front-end Programming



Project & Account Management



Written & Verbal Com



02. Experience

Companies I had an opportunity to work with

pavlov^{IAI}

Account Executive 2016 - Present

Act as a link between clients and the agency, coordinating advertising campaigns (briefing process, public presenting, negotiation, budgets, monitoring campaigns...).

:codegram

Marketing Head 2011 - 2016

Plan, implement and control the overall strategy; manage and optimize the marketing budget.

**FULL
STACK
FEST**

Conference Manager 2011 - 2016

Organizing the whole events. Taking care of finding, contacting and managing the relations with speakers, sponsors and providers; control the correct operation during the events.

03. Education

My academic achievements

● Bachelor Advertising & PR Universitat Autònoma de Barcelona	2012-16
● Ideas, Advertising and Brands Leaders University & Toni Segarra	2015
● Ideas and Techniques for New Media Cambra de Comerç de Barcelona	2014
● Adwords & Analytics Google Academies	2013
● Neuromarketing Fundació Cecot	2012
● Programming with VIM Codegram Technologies	2012
● Sales and Marketing Management FIAC Escola Superior de Negocis	2011-12

04. Highlights

A few reasons why you should consider me

- + Experience creating brand positioning and advertising campaigns
Creative process managing, campaign monitoring, mission statement...
- + Experience creating sales and marketing strategies
Data sheets, brief presentations, keynotes...
- + Experience developing and executing wide range of digital strategies
Web design, social media, e-mail, mobile, video...
- + Proven ability to collaborate across departments to make products and ideas successful.
- + I can work in complex, fast paced environments without sacrificing the ability to multitask and pay attention to details.
- + Passion for keeping up with emerging technology and the latest traditional/digital marketing trends.
- + I have the ability and desire to learn. I love learning.