

MARC LORENZO

MARKETING & ADVERTISING

GET IN TOUCH WITH ME



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+ EMPLOYMENT

- 2016

Pavlov Account Executive

Acting as a link between clients and the agency, coordinating advertising campaigns. This includes meeting with clients, work and develop briefings, public presenting, negotiation, handling budgets, monitoring campaigns...

Key clients include Moritz, Munich, Durex, Tous and Nutella among others.
- 2011 - 2016

Codegram Technologies Marketing Manager

Plan, implement and control the overall strategy; manage and optimize the marketing budget; develop e-mail marketing actions and SEO/SEM strategies; investigation and optimization of UX; development and management of partner programs; coordinate design and production; preparation of periodic reports and detailed analysis; and managing online branding.

Key clients include Kerad Games and Eyetok. Key products include Empresaula.
- 2011 - 2016

Full Stack Fest Conference Manager

Previously Barcelona Ruby Conference and Barcelona FutureJS. 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.

Key clients include Xing, GitHub, Google and Firefox.
- 2008 - 2011

Sabadell's Sports Council Basketball referee

Control and regulation of sports events. I learn how to be a good basketball referee. This experience helped me to become more mature and gave me managing skills, as well as authority against other people.

+ EDUCATION

- 2012 - 2016

Advertising & Public Relations - B. School of Communications
Universitat Autònoma de Barcelona
- 2015

Ideas, Advertising and Brands - I.C.
9 h
Leaders University & Toni Segarra
- 2014

Ideas and Techniques for New Media - I.C.
8 h
Cambra de Comerç de Barcelona

+ PROFESSIONAL SKILLS

	average	good	skilled
Digital Marketing	●●●●●●●●	●●●●●●●●	●●●●●●●●
Traditional Marketing	●●●●●●●●	●●●●●●●●	●●●●●●●●
Branding	●●●●●●●●	●●●●●●●●	●●●●●●●●
Research & Analytics	●●●●●●●●	●●●●●●●●	●●●●●●●●
Written & Verbal Com	●●●●●●●●	●●●●●●●●	●●●●●●●●
Technology	●●●●●●●●	●●●●●●●●	●●●●●●●●
Photoshop & Design	●●●●●●●●	●●●●●●●●	●●●●●●●●
Web Design	●●●●●●●●	●●●●●●●●	●●●●●●●●
Presentation Skills	●●●●●●●●	●●●●●●●●	●●●●●●●●
Project Management	●●●●●●●●	●●●●●●●●	●●●●●●●●
Social Media	●●●●●●●●	●●●●●●●●	●●●●●●●●
Microsoft Office	●●●●●●●●	●●●●●●●●	●●●●●●●●

+ PROFESSIONAL HIGHLIGHTS

- + Experience creating brand positioning, including associated meanings, creative process managing and mission statement creation, among others.
- + Experience creating sales and marketing strategies; data sheets, brief presentations, keynotes, brochures, email templates, email subjects' strategies, campaigns' reports, and more.
- + Experience developing and executing wide range of digital strategies; web design, social media, e-mail, SEO, mobile, video, and more.
- + Worked closely with conferences' partners to develop sponsorship strategies.
- + Proven ability to collaborate across departments to make products and ideas successful.
- + I can work in complex, fast paced environments without sacrificing ability to multitask and pay attention to detail.
- + 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. I spend my time between articles and books from a great variety of disciplines.
- + Nothing great has ever come from someone who didn't love what they were doing. I'm really passionate about everything I do.

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+ EDUCATION (continuation)

- 2013 **Adwords & Analytics - I.C.**
12 h
Google Academies
- 2012 **Neuromarketing - I.C.**
16 h
Fundació Cecot & Universitat Autònoma de Barcelona
- 2012 **Programming with VIM - I.C.**
6 h
Codegram Technologies
- 2011 - 2012 **Sales and Marketing Management - C.F.G.S.**
School of Business
FIAC Escola Superior de Negocis