

ADÁN MARTÍN



PROFESSIONAL SKILLS

SEO and Google Analytics
SEM Google, Twitter, Facebook and Instagram
Social media strategy
Marketing
Web developer
Copywriting
Negotiation
Communication
Projects management
Layout Design
Image editing
Communication
Market research
UX Design
Graphic design

PERSONAL SKILLS

Creative
Proactive
Persuasive
Extremely Persevering
Positive
Teamwork
Professional
Fast learning
Motivated
Dared

CONTACT

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LANGUAGES

Spanish: Native
Catalan: Native
English: C1
German: A2
French: A2

EDUCATION

POZNAŃ UNIVERSITY OF ECONOMICS

Erasmus Program - 2019 / 2020

TECNOCAMPUS - POMPEU FABRA

Business Administration and Management, New Technologies,
Marketing and Digital Communities - 2020

INSTITUTO PUEBLO NUEVO ECAIB

International Business Degree - 2015

WORK EXPERIENCE

GROCASA

Marketing Manager - Barcelona- 2022- 2023

- Developing marketing strategies
- Conducting market research
- Managing the marketing budget
- Collaborating with other departments
- Managing the marketing team

DEVENUR

Chief Marketing Officer- Barcelona- 2021 - 2022

- Management and promotion of RRSS (Facebook, Instagram, TikTok, Google)
- Marketing campaign developer (Offline and Online)
- Brand Content and Account Manager
- Development of complete marketing plan
- Email Marketing campaign developer
- Graphic design
- Supervision and development of marketing and advertising actions

SENDCLOUD

Account Executive - Netherlands- 2022

- Serving the needs of existing customers and closing sales deals to create new customers.
- Growing existing customer accounts to increase revenue.
- Developing sales strategies based on industry trends and data.
- Retaining existing customers by supporting them and developing strong client relationships.
- paring for and attending client meetings, including discovery calls, product demos, and presentations.

GRUPO DE COMUNICACIÓN AGRINEWS

Social Media Manager, Barcelona- 2020

- Management and promotion of RRSS (Facebook, Instagram, Twitter, LinkedIn)
- Transmedia Lives management - Webinars
- Reports
- Departments coordination
- Newsletter tracking
- Webinars and Media Translations - English, French, German, Spanish, Catalan

CAIXA BANK

Business Manager, Barcelona- 2019-2020

- Client Portfolio Manager
- Customer Service Management

CAPGEMINI

Junior Consultant Scholarship, Barcelona- 2018

- Dashboard Optimization for Executive Management
- Analysis and Management of Client Portfolio
- Creation of macros for data management and statistics
- Management of Periodic Reports

AMC LOGISTICS WORLDWIDE

International trade operator, Barcelona- 2015-2016

- Management of Maritime and Air Operations
- Monitoring of International Operations USA - CHINA