

- Interactive Marketer -

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Valid Work Permit
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Research to Understand - Work to Create

Research to find what's different. Understand why-how is different. Then, make it look different.

EDUCATION

Specialization Degree in Online Marketing, Istituto Europeo di Design, IED, Madrid.
(October 2007- April 2008).

Postgraduate Degree in Creativity and Strategic Planning; granted with a scholarship,
Universidad Complutense de Madrid, UCM. (February – May 2007).

Master Degree in Advertising Management, Universidad Complutense de Madrid, UCM.
(October 2005 - September 2006).

Bachelor of Marketing, Universidad del Valle de México (2001- 2005).

INTANGIBLE INPUT – TANGIBLE OUTPUT

- Concept builder with web writing experience and fast-focus mind to shifting priorities
- Strategic and creative team player with a Know How creation process
- Committed and dedicated; there are no small tasks

EMPLOYMENT HISTORY

Company: Enviu, Rotterdam **Time:** June 2009 – present

Role: Online Marketer

Responsibilities: e-MarCom plan set up as well as a strategic planning and communication concept development. Web writing, in both English and Spanish, for web 2.0, newsletter, e-mail marketing and offline media such as a promotion spot, flyer and press releases. Direct Marketing methods for data mining.

Company: Greenpeace International, Amsterdam **Time:** August 2009 (per assignment)

Role: Ideas developer

Responsibilities: Creation and design of communication concepts (i.e. cartoon) that aim to simplify and visualize Greenpeace's complex research findings.

Company: GDCC, Rotterdam **Time:** March – June 2009

Role: International Call Agent.

Responsibilities: Call agent for market research projects in Spanish and English language. Appropriate communicative skills and manners to increase productivity.

Company: IPSOS Madrid

Role: International Market Research Technician.

Responsibilities: Market research management for international clients. Planning and coordinating internal departments for an adequate study evolution. Quotation and timing negotiation to meet brief.

Company: McCann Relational Marketing- MRM Worldwide, Madrid

Role: Copywriting Internship (unpaid)

Responsibilities: Concept creation and copy text content development to specific and immediate consumer response actions at diverse ad channels as festivals' IM promotions, web sites, sales mail letters, direct marketing, and below the line campaigns.

Company: El Kubo (Marketing Mix), México

Role: Copywriter

Responsibilities: Concept creation and copy text content development for Kellogs' Intranet and printed media for important internal activities. On the other hand proofread copy, editing press material, radio scripts and web copy for other clients' communication needs.

OTHER JOBS

Organization: City Town Hall & Chit Chat English Academy, Solsona, Spain

Duration: Summer 2008

Role: English Teacher

Responsibilities: Conversation activities, listening comprehension and right pronunciation rehearsal, ranging from kids till adults.

Organization: Germinarium (Santillana's free lance project services agency), Madrid

Duration: November'05-January'06; February'06-June'06; January'07-June'07


Role: Free Lance Editor

Responsibilities: Content edition, proofread and assembled it into a software for Santillana's internal training projects.

LANGUAGES AND COMPUTING

•**Spanish** (mother tongue) **English** (advanced) **Dutch** (A1)

•**HTML, Dreamweaver, Flash** (Web Design e-studies/ November 2008 - present), Office



September 10th, 2009

Signed, Ricardo Pérez Fernández de Castro