

---

# MARCOS CASANOVA

---



(+34)678223261  
mcasano@alumni.unav.es  
www.marcoscasanova.com  
40 years old  
Valencia, Spain

---

## OBJECTIVE

---

My motivation is to provide focused and data-backed solutions to the challenges your company has to face. For that reason, my goal is continuous improvement. So my aim is to grow professionally, improve occupationally, have new challenges and enjoy expanding my communication skills.

---

## SUMMARY

---

I have a degree in Advertising and Public Relations. My experience has been developed primarily on the Communications Management of several companies and shopping malls. Specialized in Communications Management from private enterprises and public institutions. Particularly interested in Online Communications, Online Marketing, Community Management, Social Media Management, SEO and Event Management. Moreover, since 2013, I have also developed teaching tasks as ELE (Spanish as a Foreign Language) Instructor, a profession that I love.

### Specialties:

Corporate and Institutional Communication | Public Relations | Branding | Community Management | Teaching Spanish as a Foreign Language (*ELE*)

---

## EDUCATION

---

2013	<i>UNIVERSITAT DE VALÈNCIA / INSTITUTO CERVANTES</i> Postgraduate Diploma of Teaching and Methodology of Spanish as a Foreign Language	VALENCIA, SPAIN
2013	THE NEW ENGLAND SCHOOL OF ENGLISH TOEFL Certificate, English Language	BOSTON, MA (USA)
2010 - 2011	<i>FUNDACIÓN UNIVERSITARIA SAN PABLO CEU</i> Master of Audiovisual Communication on the Internet and New Media (MCAINM) <ul style="list-style-type: none"><li>In particular, it's an official postgraduate qualification aimed at the world of Audiovisual Communication on the Internet and New Media. Classes are held at the Instituto Tracor headquarters in Madrid.</li></ul>	MADRID, SPAIN
2010 - 2011	<i>INSTITUTO TRACOR</i> Master of Advertising and Communication on New Media (MPCNM) <ul style="list-style-type: none"><li>Instituto Tracor own postgraduate title focusing on Advertising and Communication on New Media. Classes are held at the Instituto Tracor headquarters in Madrid.</li></ul>	MADRID, SPAIN
2007	<i>CENTRO UNIVERSITARIO VILLANUEVA</i> Master of Communications Management and New Technologies <ul style="list-style-type: none"><li>The program is focused to learn the professional skills of a Head of Communications. Own master degree of Fundación COSO of Valencia and the Centro Universitario Villanueva, affiliated with the Universidad Complutense de Madrid. Master classes taught at the ADEIT, the headquarters of the Fundació Universitat-Empresa of the Universitat de Valencia.</li></ul>	VALENCIA, SPAIN
2002 - 2003	<i>UNIVERSITAT POLITÈCNICA DE VALÈNCIA</i> Postgraduate of Graphic and Editorial Design Specialist <ul style="list-style-type: none"><li>Own degree of the School of Design Engineering. In this postgraduate program, I had the opportunity to deepen in the knowledge of the major publishing and graphic design tools.</li></ul>	VALENCIA, SPAIN
1997 - 2002	<i>UNIVERSIDAD DE NAVARRA</i> Graduate in Advertising and Public Relations <ul style="list-style-type: none"><li>Outstanding rating on the subjects of Advertising Language and Advertising Projects.</li><li>Activities and Societies: Colegio Mayor Belagua   Fase I.</li></ul>	PAMPLONA, SPAIN
1986 - 1996	<i>COLEGIO EL VEDAT</i> Elementary School / High School	VALENCIA, SPAIN

---

## EXPERIENCE

---

2017 - Present	SURFER RULE - THE SURF MAGAZINE External Collaborator <ul style="list-style-type: none"><li>Collaborator as music editor in the Lifestyle section.</li></ul>	VALENCIA, SPAIN
2016 - Present	SPANISH GURUS ( <a href="http://www.spanishgurus.com">www.spanishgurus.com</a> ) Spanish ( <i>ELE</i> ) Instructor <ul style="list-style-type: none"><li>Online Spanish teacher for international students, using "Campus Difusión" virtual platform and Google Hangouts in their respective classes. Students belong to different nationalities multicultural groups, mostly from Asia (United Arab Emirates, India, Hong Kong, Taiwan, Singapore, Malaysia, Indonesia, etc.), although there are also expat students from Europe, USA and Canada.</li></ul>	VALENCIA, SPAIN

2011 - Present	<p>FREELANCE PR, SOCIAL MEDIA, MARKETING Communications Manager</p> <ul style="list-style-type: none"> <li>• Management of all kind of activities related to communication (offline and online): planning and control of the annual budget; actions planning; website management (CMS: WordPress); SMM; SEO; SEM; email marketing; newsletters management; writing press releases and ads, etc.</li> </ul>	VALENCIA, SPAIN
2018	<p>CSG COMUNICACIÓN Digital Marketing Manager</p> <ul style="list-style-type: none"> <li>• Online project management; digital strategy; content writing, planning and scheduling; community management; web content management (CMS); website optimization (SEO); contest and raffles management; newsletters sending (Mailchimp); ads investment (SEM and SM); influencer searching, contact and management; creative dynamisation; continuous monitoring of different brands and their online reputation; opportunity searching and detection; competitors and markets analysis; KPI tracking; results reports.</li> </ul>	VALENCIA, SPAIN
2016	<p>SESDERMA E-commerce Manager</p> <ul style="list-style-type: none"> <li>• Content management from different corporate websites and their respective online stores for Spain and the EU. Management of orders, stocks and troubleshooting with SAP ERP software. Customer service from several online stores, using email, chat and telephone. Preparation of periodic sales reports for each online store. Planning and management of email marketing campaigns.</li> </ul>	VALENCIA, SPAIN
2008 - 2011	<p>CASANOVA MUEBLES Y DECORACIÓN Head of Communications</p> <ul style="list-style-type: none"> <li>• Direction of corporate communications (offline and online): planning and control of the annual budget, actions planning, website maintenance, SMM, SEO, SEM, email marketing, press releases, direct marketing, posters design, management of outdoor advertising media...</li> </ul>	VALENCIA, SPAIN
2006 - 2008	<p>AUSTRIA 15 COMUNICACIÓN Director's Assistant</p> <ul style="list-style-type: none"> <li>• Valencian agency specialized in the Communications Management. There I developed different functions in managing the Communications Office of different shopping malls, such as the CC El Saler (Valencia.), CC La Vital (Gandia) and CC Puerta de Alicante (Alicante). In addition, I also worked in the Communications Office of the First World Rice Congress held, in april 2007, in Cullera (Valencia).</li> </ul>	VALENCIA, SPAIN

---

#### LANGUAGES

• *Español: Competencia bilingüe o nativa*

• *Valencià/Català: Competència bilingüe o nativa*

• English: Professional working proficiency

---

#### GENERAL INFORMATION

- **SKILLS: Corporate Communications** (Expert, 10+ years experience, currently in use), **Public Relations** (Expert, 10+ years experience, currently in use), **Community Management** (Advanced, 8-9 years experience, currently in use), **Social Media** (Advanced, 8-9 years experience, currently in use), **Google Webmaster Tools** (Intermediate, 6-7 years experience, currently in use), **Google Analytics** (Intermediate, 6-7 years experience, currently in use), **Web Development** (Advanced, 7-8 years experience, currently in use), **WordPress** (Advanced, 8 years experience, currently in use), **Illustrator** (Advanced, 10+ years experience, currently in use), **Photoshop** (Advanced, 10+ years experience, currently in use), **InDesign** (Intermediate, 6-7 years experience, currently in use), **Dreamweaver** (Intermediate, 7-8 years experience, currently in use), **Premiere** (Intermediate, 7-8 years experience, currently in use), **Microsoft Office** (Advanced, 10+ years experience, currently in use), **iWork** (Advanced, 9-10 years experience, currently in use), **MailChimp** (Intermediate, 7-8 years experience, currently in use).
- **LICENSES AND CERTIFICATIONS:** *Diploma En Metodología Y Didáctica Del Español Como Lengua Extranjera* (Universitat de València / Instituto Cervantes; September 2013 - Has no expiration). **Test Of English as a Foreign Language** (TOEFL - ETS; June 2013 - Expiration date: June 2015; License 0000000018913357). **First Certificate in English** (FCE - University of Cambridge; June 1996 - Has no expiration; License Local Examinations Syndicate / International Examinations). **Preliminary English Test** (PET - University of Cambridge; May 1995 - Has no expiration; License Local Examinations Syndicate / International Examinations). *Grau Mitjà de Coneixements de Valencià* (Junta Qualificadora de Coneixements de Valencià / Conselleria de Cultura, Educació i Ciència / Generalitat Valenciana; July 1995 - Has no expiration; License *Certificat Oficial Administratiu*).
- **INTERESTS:** Communication, Public Relations, New Technologies, New Media, Advertising, Marketing, Social Media, Community Management, SEO, SEM, Digital Marketing, Internet Trends, Social Networks, Web Development, Online Advertising, Start Ups, Web Metrics, Strategy;  
Art, Music, Photography, Film, Literature, Painting, Architecture;  
Golf, Ski, Snowboard, Surf, Longboard.
- I would be available immediately to begin work; willing to relocate; Spanish/European driving license.