



SANTIAGO URGEL JUBERA

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PROFESSIONAL EXPERIENCE

Cheil Worldwide - September 2016 - December 2017

Position: Retail Account Executive

Job Description: Retail Account manager for Samsung Electronics Spain. Managing New Shops development, special product launching at Point of Sale, Packaging development, new retail experiences, promotions...

Heineken Spain - January 2016 - September 2016

Position: Innovation Marketing Analyst

Job Description: New Products and Services Launching plans process. Packaging development, special actions, intern events, consumer testing, sales and consumer data reporting at the Innovation Team in Heineken Spain.

Samsung Electronics Iberia - January 2015 - December 2015

Position: Telco B2C Trade Marketing Analyst

Job Description: In Trade Marketing team, working focused in retail, training, promotions and special actions for Point of sale. Specially for Hypers (Costco, Worten, Alcampo)

Vocento Group - September 2013 - May 2014

Position: Digital Marketing Internship

Job Description: Internship at 'Mujerhoy.com'. Marketing and branded content campaigns and analytical management. I also worked developing proposals for special actions and supported online advertising campaigns.

McCann Worldgroup - March 2013 - August 2013

Position: Producer / Associate Producer

Job Description: Production and postproduction of digital ads and commercials. Clients: Coca Cola, Movistar, Banco Santander, Acciona.

Telefonía y Comunicaciones para todos - November 2010 - March 2012

Position: Contributing Writer

Job Description: Writer and special reporter for zonamovilidad.com, MWC 2012, Apps and Mobile Area and Amsterdam BBDevcon.

LANGUAGES

Spanish - Native.

English - B2 Level. Experience: Boston School of Modern Languages BSML - Every summer since 2004 - 2012

Position: Group leader and staff for summer school. I was responsible for summer activities and a group of almost 45 students during their stay in the US. I attend classes to prepare TOEFL and for my English improving.

EDUCATION

El Prado School. 1998 - 2010

Complutense University (Villanueva CU) Advertising and Public Relations + Digital Marketing Degree

Harvard Business School - HBx Core Program: Business online 3 months program

CICE School of Design: Web Design and Development Master

SKILLS & KNOWLEDGES

Microsoft Office: Excel, Powerpoint, Word and Outlook.

Google: Adwords, Analytics, AdSense, Gmail, Hangouts, Android.

Graphic Design: Photoshop, Illustrator, Dreamweaver, InDesign, Flash

Video: Final Cut Pro 7 and X, Premiere, AfterEffects, iMovie

Audio: ProTools, Logic, Garageband.

SAP

Media and Consumer tools: Nielsen (NITRO), Tom Micro, Infoadex.

Web: Netbeans, Wordpress, Social profiles for business. HTML, JavaScript, CSS, PHP, MySQL, JQuery.

Music: Bass, Guitar, Mandolin, Ukelele, Banjo.

VOLUNTEER

Participate in the volunteers offered by Showing Foundation and Hakuna Groups: El Gallinero, Cañada Real. Two of the most poor places in Madrid. I specially collaborate with Social Networks promoting all Foundation plans. Volunteer trips: Tánger and Palestina involved with homeless people.

HONORS & AWARDS

Capitán Mandarina - My music band where I'm currently the bass player.

We've won Showing Music Awards 1st award.

We've collected 2,6K € by Crowdfunding for our 1st EP.

3rd Cannes Lion Award - 'Cacas Express' Production. Member of the production team during my stay at Mccann Worldgroup.