

CURRÍCULUM VITAE

RUBÉN MAESTRO DEL RÍO



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EDUCATION

2015-2016 **Google Adwords and Google Analytics Certification** | Google.

2010-2011 **Master in Internet Business. MIB** | Institute for the Internet Development (ISDI).

2010-2010 **Master in Event Management** | Istituto Europeo di Design (IED).

1997-2002 **Master in Multimedia Communication** | Francisco de Vitoria University.

1997-2002 **Degree in Media Communication** | Complutense University of Madrid (UCM).

WORK EXPERIENCE

2004-Present. **Kinema Media y Comunicación. Senior Account Executive.**

- Development of cross-media marketing actions, integrating online with offline tools and sharing resources and budgets available. BTL. Traditional media (design, direct marketing, PR and events, etc.) and online projects management and consulting in communication, marketing and sales strategies.
- Briefing, organization, production, implementation, reporting and control of the event. Deal with suppliers and budgetary control.
- Development and optimization of online strategies and consultancy: specific studies, online marketing plans, Paid Search, SEO, SMO, usability, content, web analytics, etc.
- Design and development of unconventional advertising circuits to cover specific needs for each type of customer and their communication and marketing needs.
- Business development. New clients acquisition. Recruitment. Organization of tasks, events and special services.
- Budgetary and financial statements control.
- Communication and PR with customers.

2011-2013. **Neomedia. Toys “R” Us Freelance .**

- Analysis of briefings and developing off/online strategies and solutions for the needs of each client.
- Design and development of unconventional advertising circuits in order to establish strategic alliances between brands.
- Supervision, collaboration and budgetary control of production.
- Customer loyalty and control of campaigns.

2008-2013. **Blanc-hor Interservices. Account Manager.**

- New clients acquisition and customer management.
- Management of commercial teams. Developing relationships with providers.
- Control and prevention of occupational risks. Recruitment, payrolls and settlements, medical leaves and occupational accidents and Tax Agency and National Insurance settlements.
- Administration, invoicing, collections and payments, discount lines, budgetary and financial statements control.
- Attending public tenders.
- Reporting, monitoring and negotiation of labor force adjustment plans and bankruptcy

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FURTHER EDUCATION

2015 **Google Fundamentals, Advanced Display and Analytics** | Google Partners Academies.
2010 **Intensive SEM, SEO and web planning course** | Digital Group.
2009 **Intensive Accounting Course** | Discovery Education.
2008 **Executive Master in Professional English** | Vaughan Systems.
2004 **Events Planning and Management Seminar** | Eventoplus.
2003 **English Language for Art, Design and Communication (Orientation to Art and Design)** | Central Saint Martins College of Arts & Design of London.
2001 **HTML, DHTML and Javascript course** | Discovery Education.
2001 **Photojournalism and Advertising Photography Seminar** | Francisco de Vitoria University (UFV).

LANGUAGES

English | High level written and spoken. Professional competence.
Italian | Intermediate Level B2.2 at Istituto Italiano di Cultura of Madrid.
Spanish | Mother tongue.

COMPUTER SKILLS

Google Adwords and Google Analytics | Google Certified.
Windows and Mac Platforms. iWork and Microsoft Office Suites | Advanced.
SEO | Specialist.
Photoshop, Illustrator and InDesign | Intermediate.
Wordpress / Prestashop | Advanced.
MicroStrategy / Tableau | Intermediate.
SDL tridion | Intermediate.
Programming languages fundamentals. HTML, Javascript | Intermediate.

OTHER SKILLS AND COMPETENCIES

First Aid Course Water Lifeguard course | Spanish Red Cross.
1st degree Black Belt Kenpo Karate Instructor | Royal Spanish Karate Federation (RFEK).
Yachtmaster Certification | Directorate General of Merchant Marine (Spain).
Driving license.
Full availability to travel.
Strong people skills.
Interests | Digital Communication, traveling, advertising, navigation, sports, martial arts, cinema, arts, music, and events.