

# Belén Merino Rodríguez

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## 1. Professional experience

### **Senior Marketing & Creative Director (09/2013 – Present)** TAPTAP Networks (Madrid).

- Responsible for Creative & Communication Department, which I found 3 years ago, being in charge of 2 professionals at the department. Creation of business case studies for our clients' ad campaigns and sales presentations to support our sales departments in Spain, Colombia, Chile, Mexico, Peru and USA. Research and evaluation of Mobile Market .

- Mobile Advertising: Creative and artistic development of mobile advertising solutions as a UI/UX Experience for the most important ad agencies (OMD, Havas Media, Publicis Media Group, Group M, Wink...) and working for more than 200 global advertisers (Unilever, Procter and Gamble, Audi, BMW, Mercedes, Honda, Sony, Samsung, Nestle, L'oreal and so on) always focusing on the way users interact (user-friendly screens) with the ads.

- Marketing & Corporate communication: Annual Marketing Plan and company KPI's, Press releases, email marketing campaigns, contact with blogs and media, event planning and PR. Social Media management (corporate channels) and on-line strategies. In charge of TAPTAP's web site (design, development and SEO) - WordPress and SEO tools. Event planning (Mobile World Congress, mobile events, company cocktails and parties). Taking part as mobile specialist on digital organizations: IAB Spain (Interactive Advertising Bureau) and MMA Spain (Mobile Marketing Association).

### **Mobile & Graphic Designer (09/2011 – 09/2013)** TAPTAP Networks (Madrid).

- Mobile Advertising: Ad campaign creative development. Control, development and budget of advertising projects working actively with global media agencies for the most important advertisers (Renault, Marcilla, Dove, Axe, HP, Honda, Hyundai, McDonald's...) managing more than 200 ad campaigns every month.

- Second Screen: Management and creation of Second Screen projects on TV in Spain and interactive advertising campaigns with Shazam and Mio (Mediaset Group) to BMW, KIA, Wilkinson, Toyota, L'oreal, Vodafone, Vichy...

- Management of the first second screen print experience in Spain with ELLE Magazine (Hearst Group), allowing users to interact with contents and advertising and providing engagement results.

### **Freelance Designer and Event Management (2010 / 2011)**

- Graphic and web designer developing several projects in Spain, Italy and Mexico.

- ARPPA, University Association of Public Relations and Protocol of Andalusia (Seville).

- Event Management at the presentation of the new book and compact disc of Camper (Mexican pop band).

### **Art Director and Corporate Communications Manager (11/2008 - 11/2009)** Padelmania (Seville)

- In charge of designing Middle Moon, the first brand of paddle products of the company. I designed sports mass products, packaging and advertising to introduce the brand on the market.

- Responsible for the Corporate image, graphic and web design ( media print and on-line). Padelmania achieved to open eight new shops in Spain in 6 months. Media print and on-line advertising development. Outside and inside signage system design.

- Sport events planning (paddle competition), booths design at Paddle Pro Tour Spain 2009 and corporate advertising and communication management.

### **Graphic Designer (11/2007 - 11/2008)** TATAY (Barcelona)

- Charged of relaunching the brand image with new product collections and a new artistic direction.
- Responsible for new graphic, product and packaging design.
- Development of marketing and sales proposal for important establishments: El Corte Inglés, Hipercor, Leroy Merlin, Carrefour, E. Leclerc (France), Os Mosqueteiros (Portugal)...
- Advertising development and page makeup in corporative catalogues. Photography and photographic editing and retouching.

### **Graphic and web designer (06/2007 - 11/2007)** Cleartic (Barcelona)

- Creative development and management of graphic, web and corporate design.
- Sale presentations to customers.

### **E-commerce Coordinator – Internship (05/2007 - 07/2007)** Ingram Micro (Barcelona)

- Graphic and web design of on-line advertising, newsletters and corporate posters.

## **2. Education**

- 2011, University Degree in Advertising and Public Relations - 5 years (Licenciatura Publicidad y RRPP). University of Seville.
- 08/2010 - 03/2011, Anáhuac University of North Mexico (Estado de Mexico - Mexico). Banco Santander scholarship (Santander CRUE).
- 06/2008, University Degree in Graphic Design - 4 years (Diplomatura de Diseño Gráfico). Arts School Pau Gargallo (Barcelona).
- 06/2004, Technical Expert in Graphic Advertising – 2 years (Técnico Superior Gráfica Publicitaria). Arts & Crafts School of Seville.

## **3. Other studies**

- 2016 Search Engine Optimization Course (SEO), Team Platino
- 2013 Digital Analytics Fundamentals, Google Analytics
- 2013 E-commerce and Marketing, Madrid Chamber of Commerce and Industry
- 2013 Social Network Analysis, School of information, University of Michigan
- 2008 Indesign course, 36 hours, Gremio de Industrias Gráficas de Cataluña
- 2008 Illustrator course, 48 hours, Gremio de Industrias Gráficas de Cataluña

## **4. Computer skills:**

- Professional use of graphic design apps (Advance knowledge, more than 15 years): Adobe Photoshop, Illustrator, Indesign, Image Ready, Premiere, Adobe acrobat, Flash, Dreamweaver, Fireworks and After Effects. Corel Draw, Freehand, Quarkxpress, Font creator.
- Mobile & web Design: Sketch, Axure, Balsamiq, Wordpress
- Professional use of Microsoft Office: Word, Excel, PowerPoint.
- Mac and PC

## **5. Languages:**

- English C1 - UNED (National University of Distance Education)
- French: French school of Seville.
- Spanish: Mother tongue.

## **6. Additional information:**

- Able to relocate if necessary.
- Able to travel.
- European driving license category A and B.