

# ARNAU JORDÀ

MARKETING CONSULTANT



## CONTACT ME

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## PROFILE

Passionate on **Marketing, Communication, Project Management and Leadership**. My mission is to **truly listen and understand your business idea so that we can improve it and communicate it efficiently**.

Today, with almost **6 years of experience**, I am looking for opportunities to add more value to your company, doing what I am passionate about while I can keep developing my career.



## SKILLS

Creativity	<div style="width: 80%;"></div>
Learning	<div style="width: 90%;"></div>
Entrepreneur	<div style="width: 75%;"></div>
Teamwork	<div style="width: 85%;"></div>
Innovation	<div style="width: 70%;"></div>
Analytical	<div style="width: 80%;"></div>



## EXPERIENCE

### MARKETING & COMMUNICATION CONSULTANT

REAL FUTBOL INSTITUTE jul. 2020 – act.

*Junior Academy Football Club that develops players from 8 to 15 years old.*

- Design and execute the Marketing and Communication Plan.
- Graphic designing communications and creating other internal documents.

TUFWRAP AUSTRALIA sept. 2020 – act.

*Shrink wrapping services to encapsulate and protect assets during transportation.*

- Advise on marketing actions and strategy plan.
- Develop e-commerce website, newsletters and other graphic designs

### COMMUNICATION & DIGITAL TRANSFORMATION

ZAMBON, S.A.U. oct. 2017 – feb. 2020.

*Multinational Pharmaceutical Laboratory based in Italy*

- Design and execute the Communication Plan for Spain and Portugal
- Collaboration in multinational projects with the Italian team.
- Project Manager for the Spain and Portugal Digital Transformation Plan.

### DIGITAL MARKETING SPECIALIST

TICNOVA QUALITY TEAM, S.L. oct. 2015 – oct. 2017

*National chain of stores selling consumer electronics (+300 stores around Spain)*

- Design, execute and coordinate with the team the Marketing strategy
- E-Commerce Responsible managing prices and promotions
- Collaborating on graphic designs such as promotion catalogues



## EDUCATION

### DIPLOMA PROJECT MANAGEMENT

LONSDALE INSTITUTE – Australia 2021 – act.

### ADVANCED DIPLOMA – LEADERSHIP & MANAGEMENT

GREENWICH MANAGEMENT COLLEGE – Australia 2020 - 2021

### DIGITAL MARKETING PROGRAM

ESADE BUSINESS SCHOOL – Spain 2019

### MASTER IN DIGITAL MARKETING & WEB ANALYTICS

INESDI – Spain 2017 - 2018

### DEGREE IN ADVERTISEMENT & PUBLIC RELATIONS

ROVIRA I VIRGILI UNIVERSITY – Spain 2012 - 2016



## MORE INFORMATION

### LANGUAGES

SPANISH – NATIVE

CATALAN – NATIVE

ENGLISH – FLUENT

### OTHER EXPERIENCES

SOCCER COACH (2 years)

### COURSES

EFFICIENT PRESENTATIONS

AGILE METHODOLOGIES

CRISIS MANAGEMENT

SHAREPOINT & OFFICE 365

PHOTOSHOP, ILLUSTRATOR, CANVA