



LUIS MONTAÑO MUÑOZ

MARKETING SPECIALIST MANAGER

I have 7 years of experience in marketing, mainly in the retail world, where I have been focused on reaching corporate objectives and applying market strategies. I have worked for B2B companies too. I define myself as a proactive person, really versatile and open-minded. Beside that I think that I am really creative and well organised. Working in group has no difficulties for me. I like to be there for my co-workers and managers, setting clear priorities to my daily routine. I am currently employed but always open to listen to new exating challanges for my personal and professional growth.

CONTACT

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SKILSS

PHOTOSHOP & DESING	
SEO ON & OFF	
SOCIAL MEDIA & INFLUENCERS	
WORD/POWER POINT/CANVA	
WORDPRESS/WIX	
ARTIFICIAL INTELLIGENCE	
EXCEL	
SEM/SOCIAL ADS	
AFTER EFFECT	
PREMIERE PRO	
EMAIL-MARKETING	
LEADERSHIP AND EMPATHY	
NEGOTIATION	
EVENT PLANNING	
HTML	

EXPERIENCE

- 2023 - CURRENTLY - EUROVISION-SPAIN (Colaboration)
MARKETING SPECIALIST & CREATIVITY:
 - Video production & post-production •Motion graphics
 - Events assistant • Social media manager • Graphic desing
 - IA • Event management • Innovation • PR
- 2022 - 2024 - NORT3 MARKETING AGENCY
SENIOR MARKETING SPECIALIST & ACCOUNT EXECUTIVE:
 - Web manager • Events assistant • Social media manager
 - Creation of marketing and business plans • SEO & SEM
 - IA • Marketing Reports • Graphic desing •Motion graphics
- 2022 (6 months) - QALEON TECH (START-UP)
MARKETING SPECIALIST & BUSINESS DEVELOPMENT:
 - Creation of marketing and business plans • SEO & SEM
 - Implmentation of marketing actions • Events
 - Partnerships • Social Media • PR • Definition of KPI's
- 2015 - 2021 LA CASA DE LAS CARCASAS
MARKETING SPECIALIST:
 - Shopping Centre Relations • Negotiation
 - Content creation, SEO and Local SEO • SEM
 - Corp. signage and Infographics • R&D & expansion studies
 - Influencers and collaborations • Various marketing actions
 - In-store music • Internal and external newsletters
 - PR agency relations • Branding and positioning
 - Department control to review errors and improve
 - International communication and coordination.
 - Display shop TV management • CRM implementation plan
- 2016 GROW COMMUNICATION
COMMUNITY MENAGEMENT:
 - Social media • Content management • Graphic desing
 - Creativity • SEO • Events

EDUCATION

- 2021 - 2022 MASTER DEGREE IN MARKETING
EAE BUSINESS SCHOOL (Madrid) 
- 2012 - 2017 BACHELO DEGREE IN ADVERTISING AND P.R.
REY JUAN CARLOS UNIVERSITY (Madrid) 

LANGUAGES

 SPANISH
NATIVE

 ENGLISH
B2/C1

 PORTUGUESE
A2

OTHER TRAINING

- OTHER LICENCES AND CERTIFICATIONS
- 2023 IELTS Certificate
 - 2019 Course on Leadership and Management of Difficult Situations (ADVANCED)
 - 2018 Course on digital transformation for employment (Google Activate).
 - 2018 Course on visual merchandising (ARTIDI BCN).
 - 2018 E-commerce course (Google Activate).
 - 2018 Online course on Digital Marketing (Google Activate).
 - 2018 Personal productivity in the digital era (Google Activate).
 - 2017 Microsoft Excel Specialist (URJC).
 - 2014 Course on effective presentations and communication in public (URJC).