



RUBÉN MUÑOZ LORA

GRAPHIC DESIGN • DIGITAL MARKETING



PROFILE

I am an enthusiastic and dynamic young man, with attitude and improvement spirit. I am a hard worker, adapt well to new situations and like to challenge myself in all I do to get the best results possible.

My aim is to work in a creative environment both digital marketing and graphic design where I could develop my technical skills. I consider myself a multidisciplinary person with experience in the online and offline field.

References available on request.



PERSONAL DETAILS



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Rubén Muñoz Lora



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PROFESSIONAL SKILLS

ADVERTISING DESIGN

LAYOUT DESIGN

BRANDING

CORPORATE IDENTITY

WEB DEVELOPMENT

SOCIAL MEDIA

ILLUSTRATION



EDUCATION

2017 GRADUATE CERTIFICATE IN MARKETING, ADVERTISING AND SOCIAL MEDIA

ENEB (European Business School of Barcelona) online learning.

2007-2014 FIVE-YEAR DEGREE IN ADVERTISING AND PUBLIC RELATIONS

University of Seville

2009-2011 CERTIFICATE OF HIGHER EDUCATION IN GRAPHIC DESIGN

School of Arts and Crafts of Seville



PROFESSIONAL EXPERIENCE

Jul 2016 HEAD OF MARKETING WORLD CHOICE EDUCATION - Bournemouth

Jul 2017 -Creation and deployment of creative marketing and communication actions, both in social networks and online advertising via Google Adwords.

-Creation of graphic advertising and elements of corporate identity

-Content management for social networks, corporate web and weekly blog.

-Analysis of the marketing results obtained through Google Analytics.

Sep 2015 HEAD OF MARKETING CASADELLA REAL ESTATE - Madrid

Jun 2016 -Elaboration of the marketing plan for the opening of the company: Establishment of business objectives, analysis in the area and competition.

-Management of social networks for the promotion of the new office.

-Realisation of all corporate visual identity.

Aug 2013 COMMUNICATION ASSISTANT RENAULT SPAIN - Seville

Feb 2014 -Development of internal communication actions and collaboration in the organization of events and high-profile visits.

-Management of meetings and phone calls to departments.

-Design of weekly document for employees with information about the factory.

-Creation of advertising and corporate graphic elements.

Sep 2013 FREELANCE GRAPHIC DESIGNER SEVILLE GUITAR FEST - Seville

Nov 2013 Realisation of corporate elements for the IV edition of this event.

PROJECTS

Sep 2012 ART DIRECTOR PUESTAPUNTO AGENCY - Seville

May 2013 Organising creative team. Making graphic elements for Cruzcampo, one of the most important beer companies of Spain. This was a project for the University of Seville.



TOOLS



ILLUSTRATOR



PHOTOSHOP



INDESIGN



PREMIER PRO



WORDPRESS CMS



MAILCHIMP



HOOTSUITE



OFFICE



MAC



WINDOWS