

ALBERTO GARCÍA DURÁN

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Apart from being energetic and optimistic, I consider myself a driven man who is always up for new challenges, regardless of their difficulty. I try to learn and develop as a person as well as a professional in any situation and under any circumstance.

After two years working in marketing departments and advertising agencies in Spain, I am looking for my first job opportunity abroad which enables me to learn about marketing in an international environment.

EXPERIENCE

Volunteer | **Oxfam Original Shop**
Liverpool, May 2017 - Currently

Stock Associate | **Hollister Co.**
Events Assistant | **Titanic Hotel & Rum Warehouse**
Liverpool, May - Sept 2017

Brand Manager | **Yslandia**
Madrid, Feb - Dec 2016
Managing, coordinating and supervising campaigns, following up ATL and BTL projects and managing timings and teams. Furthermore, I collaborated in digital and brand strategies with clients such as Warner, Baxi and Telefónica.

Theatrical Marketing Consultant | **Warner Bros. Pictures**
Madrid, Nov 2014 - Nov 2015
Adapting online & offline film campaigns for the Spanish market, staying in daily contact with Warner Bros. headquarters in London and Los Angeles, as well as local producers and creative and media agencies.

Assistant Brand Manager | **Neolabels**
Madrid, Sept - Dec 2013
Controlling and managing projects and timings, collaborating in the preparation of meeting reports, budgets, briefings and work orders, maintaining constant contact with clients and different departments of the agency.

Barista & Coffee Master | **Starbucks**
Madrid, Sept 2012 - Jan 2013

Waiter | **Colony**
London, May - June 2011

INTERESTS

An enthusiast of travelling and photography, I love getting lost in cities. Always looking for new restaurants to try different tastes and cafés to enjoy a good chat with a friend, I also appreciate cinema, theater and museums. I am a tech geek as well as a board games and outdoor activities fan.

BenditaBecariedad.com

As I am very interested in advertising and social networks, in 2012 a colleague and I founded a blog that collects creative events. Within only four years, we grew to six and it became a reference for thousands of students and professionals.

LANGUAGES

Native Spanish.
Advanced English (IELTS 7.0 certified in April 2017).

EDUCATION

MA Marketing Communications and Branding

Edge Hill University | Sept 2017 - Currently, Ormskirk
Modules included:

- Brand Management
- Strategic Marketing Planning
- Advertising
- PR and Reputation Management

BA (Hons) Advertising and Public Relations

Rey Juan Carlos University | Sept 2010 - June 2014, Madrid
Graduated with First Class Honours.

Modules included:

- Media Planning
- Sociology of Consumption
- Interactive Advertising
- Graphic Design and Art Direction

Thesis: Branded Content, the future of Advertising?

Web Analytics course

Google + EOI Business School | June 2014

Digital Marketing course

Google + Interactive Advertising Bureau Spain | May 2014

"Incubation Camp", intensive course in Creativity

The College of Everything | July 2013 - Sept 2013, Madrid

Personal Branding & Marketing Personal course

School of Applied Social Studies | Mar - May 2012, Madrid

SKILLS

Time management, client-oriented

In Yslandia we launched BaxiProject.com managing the work of graphic designers, programmers and producers to reach campaign objectives with tight deadlines.

Open-minded, versatile

An international environment, such as Warner Bros., teaches you new ways of working, and developing campaigns of films like The Hobbit, Paddington or American Sniper makes you become a multi-tasked worker.

Entrepreneur, cooperative

Founding a blog and managing it with a team of different professional profiles and making it grow over the years can only be achieved with energy and teamwork.

Computing skills

Social networks	_____
Photoshop + Illustrator	_____
Digital marketing	_____
Google Analytics	_____
Wordpress	_____
Office suites	_____

Academic and professional references available upon request.