



**IVÁN L.GIMENO**

Phone: **+34 695 038 243**

Mail: [Ivan.lopez.gimeno@gmail.com](mailto:Ivan.lopez.gimeno@gmail.com)

Social Networks:



## WORK EXPERIENCE

### **CMO** / [Industrias Clayton](#)

*(09/ 2013 – Actually)*

- Outsourcing social media & online marketing management.
- Freelance account managing for brands & companies.
- Media, press & influencers PR management.
- Project development & management.
- Consultancy.

### **Trainer** / Freelance

*(01/ 2008 – Actually)*

Seminars / Webinars, regular trainings, workshops & master classes for companies and university master degrees imparted from leading training companies in this areas:

- Social Media.
- Digital / Mobile
- Marketing.
- Events Community Management.
- Videogaming Script / Narrative.
- Big Data.
- Gamification.
- Crowdfunding.
- Transmedia development.
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### **Online Marketing Consultant / [Eyetok](#)**

(01/ 2015 – 09/ 2015)

- Online / digital consultancy & Social Media Management.

### **Digital Marketing Manager / [Zinc Shower](#)**

(11/ 2014 – 06/ 2015)

Zinc Shower is the biggest professional event of the Creative and Collaborative Economy. The third edition was held on the 8th and 9th May, 2015 at Matadero Madrid.

- Marketing & Digital Communication Strategies.
- Social Media Management.
- Editor for #Zincable, the Zinc Shower blog about Sharing Economy.

### **Guest Teacher / [Audiovisual Production Management Master](#)**

(04 /2012 – 01/ 2015)

- Guest Teacher in Audiovisual Production Management Master at Universitat Autònoma de Barcelona.

### **Community Manager / [Lionbridge](#)**

(03/ 2014 – 09/ 2014)

- Community management and forum moderation for the videogame Warface, developed by Crytek & Microsoft Studios.
- Customer support through Xbox Live related forums.
- Regular translations from English to Spanish related to the videogame environment.

### **Community Developer / [Swapsee](#)**

(01/ 2014 – 06/ 2014)

Swapsee.com is a local talent marketplace and skill-sharing platform. On Swapsee professionals can post and respond to jobs, pay or be paid in cash or swap their skills.

- Responsible for member acquisition strategies in Madrid area.
- Special Campaigns Manager.

### **Social Media Manager / [Cube Strategy](#)**

(01/ 2014 – 04/ 2014)

- Social Media Strategy Development.
- Several accounts Community Management.

### **Digital Project Manager / [LeadsUp Digital Consulting](#)**

(06/ 2013 – 01/ 2014)

- Inbound marketing Digital Project Manager for several accounts.
- Senior consultant for CleanTech & Renewable Energy companies.
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### **Mobile Consultant / [Telefónica](#)**

(03/ 2013 – 06/ 2013)

- Mobile consultant.
- BYOD project process management.

**Social Media Manager / [TalentQube](#)**

(06/ 2011 - 01/ 2013)

- Online Marketing & Social Media consultancy.
- Social Media accounts management.
- Blog building & management for inbound marketing.

**Editor / [Betazeta Networks](#)**

(06 / 2010 – 02/ 2013)

- Spanish digital editor in FayerWayer, Niubie & Wayerless blogs.

**eLearning Technician / [Telefónica Learning Services](#)**

(05/ 2010 – 12/ 2010)

eLearning platform & contents development for European University of Madrid.

**Tv Producer & Writer / [Centroña](#)**

(09/ 2005 – 06/ 2008)

- Several tv formats direction & production.
- Writer for several fiction & documentary series.
- Audiovisual formats developer.
- Communication management.

**Head of Communication & Development assistant en La Voz de Galicia / [Voz Audiovisual](#)**

(06/ 2002 – 09/ 2005)

- Head of Communication & Development assistant.
- Writer for several fiction & documentary series.
- Audiovisual formats developer.

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**SKILLS**

- Social Media.
- Digital Marketing.
- Digital PR.
- Event organization.
- Web / App Analytics.
- Project Management.

## EDUCATION

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- 2012 **Advanced Community Management / Social Media Business** @ [University of San Pablo / CEU](#).
- 2011 **SEO/SEM & CMS** @ [AGADIC / European Social Fund](#).
- 2011 **Online Communication & Social Media Management** @ [AGADIC / European Social Fund](#).
- 2006 **Direction in Digital Filmmaking** @ [New York Film Academy](#).
- 2001-2002 **Master in Media** @ Voz de Galicia Corporation & University of A Corunna.
- 2001 **Degree in Filmmaking** @ [PC CARRIER Academy](#).
- 2001 **Web Design degree** @ [PC CARRIER Academy](#).
- 1996-2001 **Graduate in History** @ [University of Santiago de Compostela](#).

## LANGUAGES

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- **Spanish, Basque & Galician**, native level.
- **English** (professional, due to studies & employment in UK / USA)
- **French**, starting level, due to studies in the high school (2 years) & stays in Paris.