

MARINA TISNER MÁRMOL

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EU Work Permit

PROFESSIONAL SUMMARY

Communication and marketing professional with more than 6 years of corporate experience working at IE and different consulting firms. Passionate about marketing, sales, storytelling, content strategy, digital marketing, and communication planning.

EDUCATION

IE School of Human Science and Technology

MADRID, SPAIN

Master in Marketing and Corporate Communications | GPA 3.68/4 | (5th of my class)

APR. 2019 – APR. 2020

- McCann Prize for the Best Final Project: Developed an internal communication plan for Ivorian company

IEBS Business School

MADRID, SPAIN

Executive Master in Marketing, Sales & Digital Strategy

APR. 2022 – APR. 2023

IE University

MADRID, SPAIN

Bachelor of Communications | 3.65 GPA

SEPT. 2010 – JULY. 2014

- Institut d' études politiques de Paris (Science Po) *Exchange Programme (Erasmus)*

PROFESSIONAL EXPERIENCE

Inmark Group

MADRID, SPAIN

Communications Project Manager

MAY.2022 – present

- Develop communication and dissemination strategies for EU funded projects in the field of R&I and Science, Technology, and Innovation (STI)
- Content manager and curator for EU funded projects online communication channels, website, newsletters, social media accounts such as Twitter, Facebook, and LinkedIn.
- Coordinate with external agency the website set up and UX architecture for the different projects.
- Creation of reports for the European Union outlining the communication and dissemination strategies, KPIs and metrics.
- Lead and organize partnerships, network & communication activities such as events addressed to different international partners or consortiums, online and on-site.

Evolution Europe (Consulting firm for financial services & EU Innovation Grants)

MADRID, SPAIN

Events, Network & Partnership Manager for Sales Operations & Strategy Department

MAY.2021 – MAR. 2022

- Develop and execute a macro strategy for Events and Evolution's Business Partner Network for the National and European Business Development departments, generating qualified leads and enabling to exceed sales quota.
- Develop and execute an event strategy, creating a protocol, surveilling the logistics pre and during the event with a proposal and creation of content material, as well as postmortem, with a lead follow up in CRM and ROI analysis. Organized around 35 events in total in a 6-month time frame with different Business Partners in Spain and Europe.
- Develop and execute a network strategy, with a plan for acquisition and maintenance of the different collaborators in Spain and Europe, creating several "Business Partner Packages" with strategic proposals and incentives following a segmentation process of sales analysis and leads acquisition.
- Lead and organize Evolution's participation and partnership in the 40th edition of Spanish popular race "Carrera de la Ciencia" which took place in Madrid, last October 2021 with 2500 participants. Developed a creative brief for the [promotional video and material](#) as well as acquiring different sponsors for the race such as, Spanish Bioindustry Association, ASEBIO and Madrid Research Institutes, IMDEA.
- Lead and organize Evolution's participation and partnership in Hello Tomorrow Global Summit (Paris, Dec 2021) which gathered the world's most important deep tech ecosystem.
- Lead and create a new content marketing strategy for clients, business partners, and event marketing in collaboration with the Marketing department, BDMS, and technical experts. The new strategy entailed an inbound strategy as well as the update of all sales

materials in different formats and initiatives. These considered the rethinking of a new value proposition, increasing brand awareness, brand reputation and thought leadership through social proof and gathering success cases from our clients.

Freelance

Content, Social Media & Marketing Specialist for company in engineer sector, Escribano Mechanical & Engineering Nov.2020-MAY-2021

- Develop and execute a marketing plan to build the brand in Spain and overseas, including branding actions, internal communications, content marketing, corporate communication, campaigns, PR with media and events.
- Generation and writing of informative and marketing content: press releases, articles, brochures, portfolios, blog posts and web content for the Spanish and international market.
- Social Media Manager for accounts; Facebook, Twitter, LinkedIn & YouTube. Create and execute a social media strategy, editorial calendar, and metrics reports.
- Create a brand book for the company visual and corporate identity. Accountable for quality checking all marketing output to ensure accuracy and brand compliance

SEO and Content Creation for beauty clinic, Clínica Ibiza

- Keyword Research using Google Console, Google Adwords and SEM Rush
- Content creator, editing and proofreading of different articles and landing pages on the website with SEO purposes

IE Business School

MADRID, SPAIN

Senior Communications Officer for Campus Life

SEPT. 2015 –SEPT.2020

- Create an internal communication and marketing strategy addressed to the entire IE Community
- Digital content manager for Campus Life social media accounts; Instagram, Facebook, Twitter, and LinkedIn
- Producer of weekly newsletter created in HTML and Mailchimp, distributed to the entire IE community, 7,000 students and 200 staff members, through CRM with 80% of open rate
- Designer and content creator of the [Campus Life](#) page using WordPress in the IE University website
- Organize and support an average of 1000 events a year on and off campus events
- Design of communication and marketing plans for campaigns and events
- Supervision of communication materials production pre and post community events such as, banners, videos, blog posts and photo albums.
- Department representative in different Institutional Events such as IE open days, and fairs in charge of the brochure and communication content production delivered at the stand.

Deloitte

MADRID, SPAIN

Institutional Relations and Marketing

JUNE. 2014-JUNE 2015

- Community Manager, posting on Twitter and Facebook of entrepreneurship contest
- Created a weekly press clipping of all the events at the firm

iCrossing Spain (Hearst Group)

MADRID, SPAIN

Social Media and SEO

APR. 2013-JUL. 2013

- Developed content tables for Facebook, Pinterest, and Instagram for jewelry brand client, Aristocrazy
- Blog content creator for SEO purposes and inbound marketing

CERTIFICATES & COURSES

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| • <i>IE Exponential Learning: Digital Marketing, Social Media and Analytics: An Omnichannel Strategy</i> | SEPT. 2020-OCT.2020 |
| • <i>Aula CM WordPress Course</i> | OCT. 2020-NOV.2020 |
| • Hubspot Academy Inbound Marketing Certificate | JAN. 2021 |
| • Google Analytics Individual Qualification Certificate | MAR.2021 |

LANGUAGES

English (Fluent); **Spanish** (Native); **French** (Intermediate)

SKILLS

Hard Skills

Photoshop | Illustrator | WordPress | Drupal | Hootsuite | Canva | Google Adwords & Analytics | Trello | Asana | Google Search Console | MailChimp | SEMrush | Tableau | Facebook Business Manager | HubSpot | Brandwatch | Zoho | Hubspot | CRM Microsoft Dynamics

Soft Skills

Outstanding drafting skills as well as internal and external communication abilities | Attention to detail | Creativity | Autonomous planification and organization | Project Management | Time and Resource Management | Teamwork | Proactivity

OTHER INTERESTING INFORMATION

Volunteering with women NGO, Zonta, support in the organization of their Annual Conference in Madrid