



JORGE FERNÁNDEZ-MOTA RUIZ

Born in Granada, Spain with a degree in Advertisement and Public Relations & Masters degree in Marketing and Sales management & Digital Marketing & eCommerce. I love "Branding" and the companies which give their customers a complete and magical experience. Marketing lover, digital, innovative, and attention to detail.

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EXPERIENCE

LEAD MANAGER 2017 - PRE THE WALT DISNEY COMPANY

Maintain and participate in producing company visual standards to present an outstanding Store environment.

Achieve financial and productivity goals as KPIs and AGS boosting company sales.

Takes a proactive role in maintaining Disney brand standards.

Participate in the opening of new stores as a team leader and Visual Merchandiser.

GOOGLE ADS ASSESSOR 2015 - 2017 LIONBRIDGE

I evaluate the process of measuring the quality of the search results and our users to make a better experience with search in Google.

BRAND MANAGER 2012 - 2016 BANDRÁ

Responsible for corporate image, maintenance, and management of the company brands.

EVENT ORGANIZER 2012 & STRATEGIC PLANNER MARÍA MADRID FOUNDATION

DIRECTOR & EDITOR 2011 OF A TV PROGRAM PRENSA IBÉRICA EDITORIAL

CREATIVE DEPARTMENT 2009 GREY GROUP

AS BRAND MANAGER

- Marketing Director functions.
- Manage social and digital media ad campaigns.
- Design web pages and landing pages.
- Monitor search and social media channels, I use tools like Hootsuite, MailChimp, bit.ly, etc.
- Calculating the ROI in base of the digital strategies and achieving the KPIs.
- Create digital strategies in a platform like Facebook Ads in Power Editor, Twitter, Instagram, and Google Adsense.
- Recording and editing video campaigns.
- Photoshop, Illustrator & Indesign.
- Manage promoting external and internal events.
- Email Marketing & CRM, B2B & B2C.

EDUCATION

MASTER IN DIGITAL MARKETING & ECOMMERCE EAE BUSINESS SCHOOL

Shop Disney - Digital Business Plan & the Google Ads Certificate.

MASTER IN MARKETING AND SALES MANAGEMENT ESIC: BUSINESS AND MARKETING SCHOOL

With honours.

BACHELOR OF ARTS ADVERTISING AND PUBLIC RELATIONS UNIVERSITY OF WALES

First-class degree.

CERTIFICATES

Google Ads Certificate
Google

Digital Marketing
IAB Spain

English Higher Intermediate
Kaplan International

Disneyland Paris Expert
Disneyland Paris

Web Analytics
EOI Escuela de Organización Industrial

Protocol & Institucional Relations
International School of Protocol

AWARDS

Best Record Award in Advertising and PR.

Creative design winner for Barista Bros, Coca-Cola Au.

PUBLICATIONS

Digital Business Plan Shop Disney

Business Plan of Zara Home

Evolution of the feminine role in Disney trailers.

TECHNICAL SKILLS

