CONTACT INFO



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VERÓNICA A. RODRÍGUEZ PÉREZ



2021-2022

2019 - 2021

2017 - 2018

in

Strategic communication & creative content specialized in virtual reality



I am always keen on learning new things, especially if related to finding innovative solutions to people's needs, and ways to better communicate and connect together through stories. Virtual Reality is the industry I am passionate on developing my skills.

COMPETENCES

HUMAN

Proactive Communicative
Resilient Teamwork player
Creative thinker Growth mindset

DIGITAL - MANAGMENT

Google Suite Trello
Microsoft Office Asana
SUMA Miro
Basecamp Slack

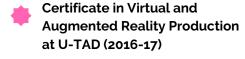
DIGITAL - MARKETING

Social Media Strategy SEO & SEM
Paid Social Media Google Analytics
Campaigns Hootsuite

CREATIVE

Canva Writing
Photoshop Brainstorming
Premiere Premiere

EDUCATION



- Master Transmedia
 Communications & Branded
 Content at Carlos III University
 (2014-15)
 - Transmedia Branded Content Campaign for Hendricks
- Media Communication Studies
 Degree at Rey Juan Carlos
 University (2010-14)

LANGUAGES

Native Spanish

Advanced English (C1)

Intermediate French (B1)

WORK EXPERIENCE

VR Producer & Marketing at Out of the Blue Games - October 2021- Now

- Main **producer** of an un-announced VR title for **Oculus Quest 2** expected for Q4 2022.
- Social Media and Communication Strategy for the studio and it main game Call of the Sea.
- Preparing Marketing Strategy for next studio's title for Q1 2023.

Marketing & Strategy Manager at Wowin Group - June 2020 - October 2021

- Strategic product and company roadmap (Befootball, BeBasket, Prisma VR Studio & Real o Virtual)
- Social Media and Communication Strategy.
- Project management and PR Relations (HTC, Pico Interactive, HP)
- Trends and market researcher (XR, videogames, football, entertainment, fitness)
- Content creator (social media, articles, press releases, scripts, tutorials)

Content Manager & Inbound Marketing en Isobar - 1 year and 3 months

- Create and optimize **paid social media campaigns** on FB, IG, and Pinterest, managing + € 10 K budget, and **SEM** campaigns in **Google Ads**,
- Keyword research, editorial calendars, optimization of SEO assets and articles.
- Creation and management of content on brand social networks and online channels.
- Client communication, **project and campaign management**, implementation of new formats and creative ideas. Brands: Multiópticas, Montibello, Isobar.

Events & Community Engagement en Oarsis Startups - 8 months

- Content curation, staying up-to.date with the national and international VR & AR industry. Planning social content and managing the content calendar.
- Identify **opinion leaders** in the industry to **promote collaborations and strategic alliances**.
- Monitoring the success of the events & community engagement in terms of the
 overall marketing strategy, growing the community "xR World Madrid". More than
 15 events to extend the XR. + 500 new members, + 1.000 followers.
- Business development, **market research**, **email marketing**, promotional image design, video editing and creation and management of the XR monthly **newsletter**
- Creating the data base and research about the state of the XR industry at Spain in 2018 presented at Fundación Telefónica Space with The App Date.

IN MY SPARE TIME

EVENTS ORGANIZATION

- DIGITAL JOVE 2019 VALENCIA
- VIRTUAL REALITY DAY MADRID 2018, 2019 & ONLINE ALTSPACE VR 2020

RESEARCH

- VIRTUAL REALITY LANDSCAPE SPAIN 2018
- THE EVOLUTION OF FACEBOOK VR AVATARS

TEACHER & SPEAKER

- 🔗 XR MÁLAGA, SPEAKER & JURY
- NEXT LAB JURY

CREATOR

CANNES XR CHALLENGE -PLAYFORMANX VR PROJECT

OTHER STUDIES

- Introduction to Product
 Management at Linkedin
 Online (2021)
- Advertising Creativity Course at ZinkProject (2018-2019)
- Upload VR Unity Development Course at Los Angeles USA (2017)

AWARDS

- First Prize at Transmedia by La Salle for "SAMSARA The Fate Roulette" (2018)
- Semifinalist at The National Elevator Pitch Contest (2015)
- First prize at Literary Contest "Miguel Hernandez" 2007 and 2008

KEEN ON

- SOCIAL VIRTUAL REALITY
- PRODUCT MANAGEMENT
 - LOCATION BASED VR

Producer & Public Relationships en Binalogue - 3 months

- Managing key client accounts, liaising and updating stakeholders on the status of projects. Clients like NBC Universal, RTVE, Lasttour, Spotify, Platige or Paramount.
- Tracking the project deliverables and matching those with agreed deadlines.
- Reporting on success criteria for delivered projects by measuring results.

Account Executive & Community Manager at Pop Up Brand Content (ZOND) – 1 year and 6 months

- **Client Service**: presentation of strategies, results, weekly reports, status meetings, **budget** management.
- Coordination of RISI's brand presence on social networks and community spaces
 (Facebook, Twitter, Youtube) and the management of the branded content
 associated with the videogames sector (Twitch, Playfulbet, Online Champion, LPV,
 Gamergy)
- Creation of editorial content for the brand and management of its digital positioning.
- Market research, competitive analysis and benchmarking, development of new business plans.

PART OF / COLLABORATOR / MEMBER



2015 - 2016

Innovación Audiovisual is a professional association and transmedia project created in 2014 in which relevant professionals with very different profiles write, digress and meet to discuss from our personal perspective, about the new changing and converging environments of the media landscape.



The International University of La Rioja, is a private Spanish university for online education, with headquarters in Logroño and presence in Mexico, Colombia, Ecuador and Perú.



Real o Virtual is the leading media outlet and community about virtual and augmented reality in spanish which started back in 2013.

REFERENCES / TESTIMONIALS



Carlos López
Domínguez
Corporate Strategy Senior
Manager

1 de diciembre de 2018. Carlos supervisó a Verónica A. It's rare that you come across standout talent like Veronica!

I had the pleasure of working with her during critical times at Oarsis, the micro-VC we launched in 2016. Veronica was responsible for all events and community building activities within the company, as well as managing a big part of our social media. Veronica expertly filled the role with very positive outcomes. I was particularly impressed by Veronica's ability to be flexible in such changing times for the company, as well as coming up with creative ideas on the marketing side to strengthen our marketing and community building efforts. She was proactive, and always looking for ways to add even more value to the company, even when those opportunities came on top of her day-to-day responsibilities. That skill often takes years to develop, but it seemed to come perfectly naturally to her!

MY BLOG STATS

3,3 K

BLOG VISITS IN 2020 10
ARTICLES

IN FIRTS

POSITIONS

IAM**∀**R



4,6

LAST MONTH IMPRESSIONS

AVERAGE CTR