

LYDIA LÓPEZ

MARKETING & PUBLICITY
TECHNICIAN

CONTACT

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- Valencia, Spain
- LinkedIn

PROFILE SUMMARY

- Experienced and results-driven Marketing Manager with a proven track record in developing and executing successful marketing strategies. I am seeking a challenging role where I can contribute my skills in **strategic planning, team leadership, and creative problem-solving to achieve business objectives.**

ADDITIONAL INFORMATION

- Drive Licence (Current)
- Full availability
- Professional athlete
- Musician
- Photographer

WORKSHOPS

- Intermediate Wordpress (Progres a May 2025)
- Basic programming (FUNDAE 2024)

SKILLS

- Edition
- Photoshop
- DaVinci Resolve
- Maya and Blender
- Social Networks
- Linux, http, programming
- SEO/SEM

LANGUAGES

- English: B2 (Cambridge Certificate)
- French: B1
- Valencian: C1
- Spanish: Native

WORK EXPERIENCE

Borcelle Studio

2024 - CURRENT

Marketing Manager & Specialist

- Led the development and implementation of comprehensive marketing strategies that resulted in a 20% increase in brand visibility and a 15% growth in sales within the first year.

Fauget Studio

2022 - 2024

Marketing Manager & Specialist

- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for product development and positioning.

EDUCATION

- Certificate of Higer Education in Marketing & Publicity

DIGITECH PROGRESA

2024-2026

Valencia, Spain

Knowledge of market research, marketing policies, digital marketing, specialised English, events and public relations.

- Vocational Training in Microcomputer System and Networks

DIGITECH PROGRESA

2022 - 2024

Valencia, Spain

Knowledge of computer security, operating systems, equipment assembly and maintenance, local networks, web applications, and office automation.