



ABOUT ME

Video game professional with experience in digital marketing, communication, and production. With a background in launch campaigns, project management, and team coordination, I bring a comprehensive understanding of the video game lifecycle, combining strong organisational skills with a technical foundation in programming (C#, Unity, Unreal Engine), I facilitate effective communication between departments and support informed decision-making throughout the production process.

AUDIOVISUAL CONTENT



[Portfolio](#)

TECHNICAL SKILLS

- Strong knowledge of MS Office applications (Word, Excel, PowerPoint).
- Proficient in Jira, Google Ads, and Meta Ads.
- Skilled in Adobe software (Photoshop, Premiere, Illustrator, After Effects).
- Strong foundation in programming with C# and Blueprints.
- Experience developing in Unity and Unreal Engine.
- Knowledge of Verse and UEFN.

LANGUAGES

Spanish: Native

English: C1

CONTACT



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[Marta Crespo Jornet](#)



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Marta Crespo Jornet

ACADEMIC BACKGROUND

Master's Degree UCM - PlayStation Talents in Marketing, Communication & Game Production

(2024-2025) Voxel School

Bachelor's Degree in Video Games creation & storytelling

(2020-2024) Universidad Francisco de Vitoria

Technical artist certification (2020 - 2024)

PROFESSIONAL EXPERIENCE

Content Manager at [Atabey Creations](#)

- Design and execution of marketing and communication plans.
- Social media management and content creation.

Producer & Marketing Manager at [Drunken Duck Co.](#)

- Overall coordination of the project and supervision of the art team.
- Planning and monitoring of tasks to ensure deadlines and goals were met.
- Data analysis and market research to support the game's strategy.
- Design and implementation of marketing and communication plans.
- Management of social media channels and digital content creation.

Marketing Assistant Intern at PlayStation Iberia

- Collaboration on marketing campaigns and support in the execution of promotional activities.
- Came up with creative ideas to improve communication and boost campaign reach.
- Analysis of campaign metrics and audience reach.

Programming intern at The Last Sign Productions

- Development of the game mechanics and minigames of the game in Unity (C#).
- Project's lead programmer.
- Responsible for communication across departments within the team.

QA tester at Péndulo Studios

- QA testing for several levels of Tintin: Cigars of the Pharaoh.

OTHER INFORMATION

Published games on Steam

- [Underpacked!](#) (2024 - Present) (Showcased at the Barcelona Game Fest & El Jap).
- [Eyes on Yuki](#) (2025).

Published games on Itch.io:

- [Burp Voyage](#) (2025)
- [D-Mon D-Vorce](#) (2024)
- [5 Días](#) (2022-2023)
- [Work Right Rights \(featured in 20 Minutos newspaper\)](#) (2022)

Published games at GGJ(Global Game Jam)

- [Burp Voyage](#) (2025)
- [D-Mon D-Vorce](#) (2024)
- [Mathiatic](#) (awarded as "Most Creative Game" by Universidad Francisco de Vitoria) (2023)

Participation in event stands(Gamergy, Japan Weekend Madrid, Madrid in game & Aula) (2021- 2024)

- Provided customer service and front-desk support.
- Engaged with prospective students interested in the degree programme.
- Promoted the Level Up student society, the degree, and its study plan.

VOLUNTEERING EXPERIENCE

Tutoring and educational support for children at risk of social exclusion

St. Víctor parish (2020 - 2021) & **Ceipso Miguel de Cervantes school** (2021-2022)

Emotional support for people from vulnerable communities

Tangier (2018-2019)