



Alejandro Perez

Marketing and management

About me

I like to work in Marketing and Transmedia Communication. I am 25 years old, I'm a graduate from the Polytechnic University of Valencia, of the double Bachelor's Degree in Business Administration and Management and Tourism Management, and I'm a current student of the "Master's Degree in Marketing and Digital Communication". I have a professional English and French level. I have an intermediate level of Microsoft Power BI and Excel for data analysis, high level of Microsoft Word, PowerPoint, Project, and Visio, also of WordPress and web design, and finally, availability of basic knowledge in QGIS (cartography and thematic maps) and Python.



B1



B2



NATIVE



Skills

Social Media management and

Wordpress

Microsoft Office Programs

Power BI

Adobe Photoshop and Illustrator

HubSpot | Inbound Marketing

Adobe Premier and After Effects

ERP Odoo



Contact



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/alejandroperez_oficial1/



@elalejperez



Professional experiences

MARKETING MANAGER- VIDEO MAPPING PRO

JULY 2020 - PRESENT

I am in charge of the design and maintenance of the website, the creation, and implementation of the communication strategy in social networks and communication campaigns, as well as the weekly writing articles for the blog and the study of the brand SEO.

MARKETING MANAGER - MOMAP STUDIO

JUNE 2020 - PRESENT

In addition to being in charge of the design and maintenance of the website, my tasks are the creation and application of corporate identity, the establishment of the communication strategy in social networks, and communication campaigns.

DATA ANALYTICS SPECIALIST VOLUNTEER - O-CITY

OCTOBER 2019 - JANUARY 2020

Volunteer in activities of data analytics over studies on European heritage for the European O-City Project (Orange City Project). I created an analysis in Power BI about the educational status and activities in the cities and any kind of graphics necessary in the team.

MARKETING MANAGER - MAB COMUNICACIÓN SILENCIOSA

FEBRUARY 2019 - JANUARY 2020

My job was as a marketing manager responsible for marketing and communication for an enterprise Mab Comunicación Silenciosa. My tasks were to define the set strategy and direction, modeling, and setting of the company's culture, values, and behavior, allocating capital to the company's priorities and the marketing strategy.

RADIO HOST/PRODUCER - COPE ONDA NARANJA

NOVEMBER 1ST 2019 - JULY 2020

Host and producer of the radio show One Last Game in Cope Onda Naranja, a program dedicated to talking about the way video games have changed society, both positively and negatively.



Education

MASTER'S DEGREE IN MARKETING AND DIGITAL COMMUNICATION BY THE POLYTECHNIC UNIVERSITY OF VALENCIA

OCTOBER 2020 - JULY 2021

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT BY THE POLYTECHNIC UNIVERSITY OF VALENCIA

SETEMBRE 2014 - JULY 2019

BACHELOR'S DEGREE IN TOURISM MANAGEMENT BY THE POLYTECHNIC UNIVERSITY OF VALENCIA

SETEMBRE 2014 - JULY 2019

HIGH SCHOOL/LA SALLE LA COLINA

2008 - 2013

High school in Sciences in Caracas Venezuela in La Salle La Colina

Alejandro Perez Peñalver

Test performed on February 18, 2019

	Junior	Sénior	Máster	Genius
Emotional talent				

	1	2	3	4
Emotional talent				
Motivation				
Determination				
Willpower				
Resilience				

	Junior	Sénior	Máster	Genius
Creative talent				

	1	2	3	4
Creative thining				
Proactivity				
Landscape view				
Generation of ideas				
Improvisation ability				

	Junior	Sénior	Máster	Genius
Expressive talent				

	1	2	3	4
Persuasion				
Assertiveness				
High impact information capture				
Effective communication				
Nonverbal language				

	Junior	Sénior	Máster	Genius
Strategic Talent				
	1	2	3	4
Decision capacity				
Planning				
Productivity				
Analysis and criticism				
Negotiation				

	Junior	Sénior	Máster	Genius
Collective talent				
	1	2	3	4
Leadership				
Empathy				
Team work				
Conflict management				
Adaptability				

Your dominant talent is the Strategic: This talent is related to the ability to work on different levels of the same approach, using a multitude of resources leading to high rates of efficiency and productivity.

We could say that you are capable of projecting realities. Plan and distribute the resources in phases, dosing your energies and those of others.

Your thinking is analytical while you analyze deviations on the planned. Your power of anticipation is not based on intuition, but on the hard work of building projects in a solid, critical and rigorous, predictive way.

This talent specializes in taking distance, planning and global management of events.

The Azulay Bernstein test uses the ADNe algorithmic technology, owned by Jacobson, Steinberg & Goldman



STUDENT Alejandro Perez Peñalver

Foreign ID NumY3658829-A

STUDIES THAT HE/SHE HAS TAKEN AT THE UPV:

DEGREE: Bachelor's Degree in Tourism

STRUCTURE RESPONSIBLE FOR THIS DEGREE: HIGHER POLYTECHNIC SCHOOL OF GANDIA

TYPE OF REGISTRATION: REGULAR

HAS HE/SHE COMPLETED THESE STUDIES? YES

DEGREE: Bachelor's Degree in Business Administration and Management

STRUCTURE RESPONSIBLE FOR THIS DEGREE: HIGHER POLYTECHNIC SCHOOL OF ALCOI

TYPE OF REGISTRATION: REGULAR

HAS HE/SHE COMPLETED THESE STUDIES? YES

The Universitat Politècnica de València issues this informative document on the degree of acquisition by the student of the transversal competences detailed below, as regards the studies that he/she has taken in this university:

Competences	Rating for Level 1	Rating for Level 2	Rating for Level 3
CT_01. Comprehension and integration		A	
CT_02. Application and practical thinking		A	
CT_03. Analyzing and solving problems		A	
CT_04. Innovation, creativity and entrepreneurship		A	
CT_05. Designs and projects		A	
CT_06. Teamwork and leadership		A	
CT_07. Ethical, environmental and professional responsibility		A	
CT_08. Effective communication		A	
CT_09. Critical thinking		A	
CT_10. Awareness of contemporary problems issues		A	
CT_11. Life-long learning		A	
CT_12. Planning and managing of time		A	
CT_13. Specific tools		A	

Ratings: A: excellent/exemplary, B: good/achieved, C: in development, D: unachieved.

Level 1 First and second year degree subjects

Level 2 Thirth and fourth degree subjects and final degree work

Level 3 Master's subjects and final master work

Alejandro Pérez Peñalver has worked for me here at the “Cátedra de Innovación del Campus de Gandia” at the University Polytechnic of Valencia for three years and cooperated with the European project O - City in some activities of data analytics. He started as an volunteer colaborator and quickly rose to an internship position while still attending classes at the University Polytechnic of Valencia.

I had the opportunity to meet Alejandro while he was studying at the Gandia campus of the UPV. Alejandro collaborated with the Chair of Innovation since the beginning of his studies at the university and I can say that he is surprising. He always has something more to offer, both professionally and humanly. He manages self - learning, being a method that allows him to fill the professional gaps that the university does not cover but that are even necessary, Alejandro shows a great passion knowing how to spread in everything that is embedded.

He quickly became one of our most valued internship students, the person everyone went to with questions and special projects. His dedication and willingness to work long hours to get the job done have made of him an important team member for everyone in our staff.

As the Director of the O-City Project and the “Catedra de Innovación del Campus de Gandia” I highly recommend Alejandro for your administrative position in Project Management. In his time at the corporation, he has shown that he has the technical, organization, and interpersonal skills that make of him a truly exceptional team player.

We will miss having Alejandro in your team, but our loss can be your gain. Please don't hesitate to contact me with any questions.

GANDIA, 13TH SEPTEMBER 2019



D. José Marín-Roig Ramón

jomara@upv.es

Director of Innovation Chair

University Polytechnic of Valencia (Campus Gandia)



María José Arlandis Barreres
Directrice en Mab Comunicación Silenciosa
<http://comunicacionsilenciosa.com>
Oliva, Valencia
Spain

SEPTEMBRE 2019

Alejandro Pérez Peñalver a travaillé pendant deux années pour moi au Mab Comunicación Silenciosa. Alejandro a été engagé en tant que gérant de marketing et de la communication tout en étant étudiant à l'Université Polytechnique de Valence. Alejandro a toujours quelque chose à offrir, aussi bien professionnellement que humainement. Alejandro maîtrise l'auto-apprentissage, méthode qui lui permet de combler les lacunes professionnelles que l'université ne couvre pas et qui sont aussi bien nécessaires. Elle témoigne d'une grande passion qui sait se répandre dans tout ce qui est intégré.

Alejandro est l'un de nos employés les plus précieux, la personne qui s'y est adressée avec des questions et des projets spéciaux. Son dévouement et sa volonté de travailler de longues heures pour faire le travail ont fait de lui un membre important de l'équipe pour tous les membres du personnel.

En particulier, je sais que vous recherchez une personne possédant des compétences exceptionnelles en gestion, ainsi que la capacité de se familiariser rapidement avec les logiciels propriétaires. Alejandro offre toutes ces compétences, en plus de l'adaptabilité et de la grâce dans un environnement dynamique.

Alejandro nous manquera dans notre équipe, mais notre défaite peut être votre gain. S'il vous plaît n'hésitez pas à me contacter pour toute question.

Veuillez agréer M. García mes salutations distinguées.

María José Arlandis Barreres
Directrice en Mab Comunicación Silenciosa
Oliva, Valencia, Espagne