

## **FACUNDO RODRÍGUEZ ÁLVAREZ**

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As a Head of Marketing Content, I have the overall responsibility for the success of my team at the planning, design, development, execution, monitoring, controlling and closure of projects.

I do like managing teams, working closely with stakeholders and leading projects.

### **EXPERIENCE**

#### **Head of Marketing Content**

Iberostar. BCN. March 2020 – Today

My main objective is to guarantee a coherent and consistent experience with the Iberostar brand identity in EMEA, by doing a digitizing of content distribution project with my team of 6 people.

Which are my main concerns:

- Review of content distribution flows aimed at decentralizing management anticipating customer's needs.
- Supervision of document management processes and digitization of the content management flow.
- Coordination of production, adaptation, and maintenance of the repositories of materials and multimedia / editorial templates by issuing market, type of client, and hotel, identification of needs, planning, and execution of projects.
- Oversee the implementation projects of brand identity in hotels with cross-functional teams.
- Identification of the key attributes of each hotel and point of sale to recreate in the experience and communication.
- Creation and maintenance of the repository of promotional materials (Trade shows: Fitur, etc).
- Annual audits of communication in hotels (signage, sustainability programme, loyalty, etc).
- Supervision of communication materials in the hotel: digital asset management, signage, stationery, and in-house advertising for the communication of F&B menus, special packages, promotions, upselling, etc.
- Strategic management of projects for new points of sale: spas, restaurants, buffets, etc.
- Review and approval of the communications developments for the EMEA offer.
- Creation and production of campaign materials for the positioning of Iberostar brands in EMEA issuing markets.
- Monitoring, review, and continuous improvement of communications.
- Reviewing digital capacities and building business cases for constant digital engagement.
- Constant review and identification of opportunities to improve communication with the customers.

#### **Team Lead**

KingEclient, part of WPP Group. BCN. March 2019 – February 2020

I was leading a team of 18 people. Managing the company's Banking and Insurance projects portfolio from inception to launch focusing on digital transformation. Covering from mobile Apps, web, ATM, to wearables projects in Europe and the Middle East.

- Responsible for managing the work of the consulting, design and development teams based in Barcelona. Assuring the team develops their responsibilities, ensuring that all projects are delivered on-time, within the scope and budget.
- Ensuring projects are effectively resourced and produced following Agile methodology and SOW budget allocation while focusing on maximizing the user's delight.
- Providing user advocacy within the team, stakeholders and clients to base decisions on data and user testing.
- Overseeing coordination of partners and working groups engaged in project work.
- Running ongoing internal program meetings, including weekly status check-ins.
- Creating an inspiring team environment with an open communication culture, setting clear team goals and delegating tasks and deadlines.
- Establishing budget and project management strategies to develop and implement digital engagement solutions.
- Listening to team members' feedback and recognizing high performance and rewarding accomplishments.
- Project management tools: Google Suite, Asana.

### Digital Project Manager

Avertia Consulting @CaixaBank Digital Business BCN. September 2018 – March 2019

Working for CaixaBank as an external consultant my main responsibilities were:

- Delivery of website projects by managing the time, budget, quality, scope and risks.
- Continuous communication with stakeholders from inside and providers.
- Look after online brand awareness and improvement of the guidelines.
- Development of new features designed for the user.
- Check in meetings and reporting to key stakeholders.

### Digital Project Manager

SelentaGroup BCN. September 2016 – September 2018

Responsible for the day-to-day maintenance and smooth operation of multiple digital projects, including hotel webs, E-commerce maintenance, site launches, online tools and web applications. Keeping up to date digital trends to innovate and engage through digital strategies.

- Scope project requirements.
- Develop a detailed project plan and monitor progress.
- Collaborate with internal teams to design, develop and implement digital projects.
- Deliver projects on time ensuring quality standards.
- Highlight potential risks or malfunctions and act proactively to resolve issues.
- Onshore outsourcing.
- Project management tools: Basecamp, Trello and Hangout.
- CMS: Umbraco y WordPress.
- SAP.

### Digital Project Manager

DoubleYou BCN. June 2015 – August 2016

Leading several digital projects developed in house involving Multimedia, Front-end and Back-end teams. We usually act as offshore outsourcing for our brand in DoubleYou Mexico. I have worked for our clients: AUDI, Nike, Banc Sabadell, FCB (football club Barcelona), AGBAR and Affinity. We developed a complete web structure on Drupal for several languages for TrueInstinct (Affinity) hand to hand with SEO, SEM and CRM experts.

*Special projects:*

- WV Mexico: we developed a platform to download all the brand communications for the dealers (Marketing Box).
- Audi Spain Q7: we designed and produced several routes filmed on a Q7 with 3D cameras to have "wild routes" which do not appear before on GoogleMaps.

#### Daily:

- Regular project documentation for tracking progress.
- Continuous communication with key stakeholders (internal and external).
- Create and communicate schedules and deadlines and provide timely warnings.
- Onshore and offshore outsourcing.
- Project management tools: JIRA, Trello and Hangout.
- CMS: Drupal.

#### Traffic - Manager

DDB Madrid. April 2014 – June 2015

In advertising agencies, several departments must work together efficiently to fulfil the requests of the clients. Every job that comes into the agency must flow through these departments on time, and it was my responsibility to make sure that happens.

As a Traffic Manager, I use to create detailed schedules, set deadlines at each stage of the project, and also make sure that work is distributed equally and fairly between creative teams and other departments.

If too much work is coming into the agency, and resources are in short supply, I worked with account services and the creative department to move deadlines, or hire additional help in the form of freelancers and temporary contractors.

As a traffic manager, I was expected to lead people and teams under tight deadlines, and that means to be cool under pressure.

#### Senior Project Manager

FCB. MADRID. March 2011 – April 2014

McDonald's: Coordination of national digital campaigns, APP and CMS for McDonalds.es.

NIVEA: Account management for each of the brand's, designing budgets and overseeing all aspects of the localization process for international campaigns in Spain (TV, radio and print media); daily contact with the company's Department of International Coordination.

JTI IBERIA (Camel / Winston): Supervision of new product launches and their corresponding promotion, as well as the organization of launch events for new product lines; contact with the brand's International Brand Group for the development of materials.

POLITICAL COMMUNICATION: Coordination and 360° management of the party's 2011 General, Municipal and Autonomous Election Campaigns. The leadership of a team charged with offline and online communication.

#### Developing Business skills – Family Business

Marketing and Communication at Don Rodrigo Ibéricos del Mar. June 2009 - March 2011

I was involved from a very young age in the constant evolution of the family business, initially at a local level, then expanding to include the entire country as well as Portugal, with clients that included Carrefour, Makro and El Corte Inglés.

Working in this particular family business has given me training in areas such as:

- The complex logistics of refrigerated/frozen products
- Projects of international expansion into new markets (2010 International Foodex Fair in Tokyo)
- Packaging and new product design to satisfy customer needs
- Management and training of company personnel

The professional experience I gained through these activities has provided me with a global vision of what it is to manage a large-scale enterprise and has deepened my knowledge of the world of marketing.

## Project Leader

KASTNER&PARTNERS. MADRID. May 2007 – April 2009

Management of national TV, radio and press campaigns, as well as the localization of international ATL campaigns; collecting briefings, writing counter briefs, supervising brief compliance during creative development and presenting proposals to clients.

Main Clients: RedBull, Linea Directa, Carglass, Coronita and Spanish AirForce

## Marketing & PR Assitant

ACCOR HOTELS at DARLING HARBOUR (SIDNEY, AUSTRALIA). July 2006 - December 2006

Intern in the Departments of Marketing, Reservations and Guests of Novotel, Ibis and Grand Mercure at Darling Harbour, Sidney, NSW, Australia.

## EDUCATION

**London Business School:** Managing the Company of the future. 2019-2020

**Practitioner PNL:** *Approach to communication, personal development, and psychotherapy* @PNL Barcelona. August 2019

**Gestalt Barcelona:** *An holistic approach to facilitate deeper, transformational change for individuals, teams and organisations.* 2018

**General Assembly:** Digital User Experience Circuit. July 2017

**IAB Spain + Google:** Basic Digital Marketing Course, 2014

**ESIC:** Project Management Course- PMP, 2013

**EOI:** Internationalization Management Course, Export, October 2009 – April 2010

**Universidad de Navarra:** Advertising and Public Relations, 2001 - 2005

## LANGUAGES

First Certificate in English

University of New South Wales. ABEC, Advanced Business English Course, 2006 - 2006

TOEIC: 900 points

Basic Catalan