



MARKEL ZUBIZARRETA

DIGITAL DESIGN & DIGITAL MARKETING

PROFILE

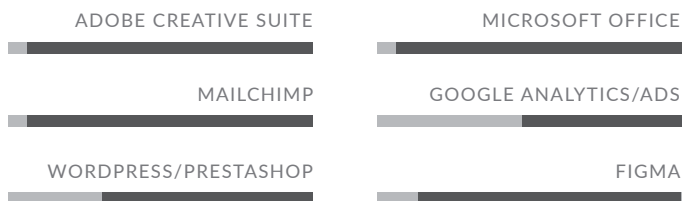
Digital Marketing and Graphic Design Specialist with a high interest in developing my career around creative areas. I am passionate about communication, digital design, social media and e-commerce. Currently working on a UX/UI design project to improve my company's website and app.

EDUCATION

EAE BUSINESS SCHOOL, MASTER'S DEGREE
DIGITAL MARKETING AND ECOMMERCE
/ 2019 - 2020
Minor in Neuromarketing.

UPV/EHU UNIVERSITY, BACHELOR'S DEGREE
ADVERTISING & PR
/ 2012 - 2016
Minor in Digital Design

SKILLS



LANGUAGES

SPANISH, mother tongue ■
ENGLISH, C1 ■

CERTIFICATIONS

BRANDING COURSE, 2019 ■
COMMUNITY MANAGER COURSE, 2018 ■

CONTACT

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Madrid

EXPERIENCE

DIGGIA GROUP
DIGITAL MARKETING & DIGITAL DESIGN SPECIALIST
/ 2020 - NOW

- Design of online and print creativities, print adds, leaflets, posters, social media graphic content.
- Elaboration and design of catalogs and corporate magazine.
- Design of documentation, memories, data, presentations, merchandising and large format: vinyls, stands, displays, rollups, etc.
- Web/App Design: image optimization, graphics, banners, newsletters, emailing and UX/UI design.
- Branding and corporate design. Elaboration of brandbook and definition and delimitation of brand graphic elements.
- Final arts and coordination of external services.
- Graphic design for social media, banners and visuals for website and social ads.
- Designing Marketing Campaigns and Actions.

MAPFRE
GRAPHIC DESIGN SPECIALIST
/ 2018 - 2019

- Development of infographics and graphic diagrams for dissemination on web platforms. Making presentations. Photo editing
- Participation in the creative process to devise different content and publications.
- Collaboration in the definition of Branding Strategies.
- Collaboration in the publication of content and creativities in social networks with the Communication Department.

FEDERACIÓN VIZCAÍNA DE GOLF
GRAPHIC DESIGN SPECIALIST
/ 2017 - 2018

Performing graphic design tasks for web, business cards, brochures, etc. using Illustrator and Photoshop.