

MÀXIM ESTEBAN

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Professional Profile

Marketing and communication professional with experience in tech startups, agencies, and sports organizations. Specialized in brand strategy, content creation, and social media management, with strong ability to lead projects, coordinate teams, and engage audiences.

Professional Experience

Communication, Content & Talent Manager | Placenet (Tech Startup) | Aug 2023 – Present

- Led corporate communication and digital content creation.
- Coordinated ambassadors, talent management, and public relations.
- Developed and executed brand positioning and social media strategies.

Marketing Director | CBI Elche (Basketball Club) | 2022 – 2024

- Designed and executed the club's marketing and communication strategy.
- Managed social media, corporate image, and sponsor relationships.
- Coordinated digital campaigns and sports events.

Co-founder & Director | HIPE Basketball & HIPE Agency | 2022 – 2024

- Founded and managed a sports events and talent representation agency.
- Directed growth strategy, communication, and digital marketing.

Communication Intern | CB Benicarló | 2022 – 2023

- Created graphic, audiovisual, and press content to support communication department.

Education

- Higher Degree in Marketing & Advertising | UOC | 2022
- High School in Sports Management & Law | Leó XI

Languages

- Spanish: Native
- Catalan: Native
- English: Professional working proficiency (C1)

Skills

- Marketing and communication strategy
- Social media and multimedia content management
- Team leadership and talent management
- Event organization and strategic planning
- Creativity, empathy, and interpersonal skills