

# Mar Barbera

Digital Strategist with client and agency experience. Passionate about team management, branding, the internet.

- [blog.marbarbera.es](http://blog.marbarbera.es)
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## EXPERIENCE

### Sabbatical leave

OCTOBER 2016 - PRESENT

- October 2016 - March 2017: traveling in Europe and Asia.
- April 2017 - present: experiencing life in New York City. People watching, exploring health and fitness, meeting industry professionals (#whorunNYad), volunteering (Bike New York, Harlem Arts Festival, Innovation Congress).

### Buzz Marketing Networks, Barcelona, Spain – COO & Head of Strategy

JANUARY 2014 - SEPTEMBER 2016

Leading Strategy and Operations at Buzz, one of Spain's top digital and social media agencies. Guiding a team of +30 people to create, produce and execute strategic and creative digital campaigns for international clients in the fashion, FMCG, services, pharma and nonprofits verticals.

### Buzz Marketing Networks, Barcelona, Spain – Account Director & Social Media Strategist

APRIL 2010 - DECEMBER 2013

Created and supervised digital and social media strategies and campaigns for clients like Pepe Jeans London (global social media strategy), Henkel Consumer Adhesives (branded content strategy and production), P&G (community management and influencers), Anuntis/Schibsted (social media consultancy).

### Getty Images Spain, Barcelona, Spain – Marketing Coordinator

JUNE 2008 - APRIL 2010

Supported global marketing management through localization of campaigns, email marketing, content management, web analytics, social media, SEO and SEM, local partnerships and events.

### Previous experience:

Project Manager (Creativitat, IT consultancy), Marketing Assistant (Sikata, IT consultancy), Graphic Designer (Alanda Club Marbella, 4\* Hotel).

## EDUCATION

### ESADE, Barcelona, Spain – MSc Marketing Management

SEPTEMBER 2007 - JUNE 2008

### Universidad de Málaga, Málaga, Spain – BA Advertising and PR (Licenciatura en Publicidad y Relaciones Públicas)

SEPTEMBER 2001 - JUNE 2005

## SKILLS

Digital & Social Media marketing strategy.

Team management. Maximizing creative and production talents.

Digital ecosystem: media, formats, platforms, service providers. Twitter API, Facebook PMD.

Building solid relationships between agency & client.

Meeting business objectives through responsible leadership.

Everyday tools: Keynote, PowerPoint, Excel.

Extra tools: Salesforce, Google Analytics, social media suits, Photoshop.

## PROJECTS

Social Media Week Barcelona by Buzz. Event planning and comms. 2012-2014.

## LANGUAGES

Spanish (native)  
English (full professional proficiency)

## LOVES

Real food, cycling, urban culture & fashion, natural movement.

Brands that improve people's lives with groundbreaking innovation, empowering communication, ethical practices or cultural development.