

# Mar Barbera

Freelance Digital Strategist based in London.

Independent professional but a team player. Passionate about branding, the internet, real food, companies that want to change the world.

- marbarbera.com
- mmar.barbera@gmail.com
- <https://www.linkedin.com/in/marbarbera>
- +44 7803 707082

## EXPERIENCE

### Freelance, London, UK – *Digital Strategist*

MAY 2019 - CURRENT

Helping agencies and brands with projects requiring digital strategy and supervision of digital campaigns: influencer marketing, social media strategy, digital content strategy, new business proposals (brainstorming and pitching digital services and projects).

### Colangelo & Partners, New York, US – *Influencer Relations Specialist*

NOVEMBER 2017 - APRIL 2019

Strategy and execution of Influencer Relations programs and campaigns for clients in the premium wine and spirits industry. Long-term partnerships, high intensity campaigns, strategic content partnerships, events. Business development.

### Sabbatical leave, On a ✈️ & New York, US

OCTOBER 2016 - OCTOBER 2017

Traveling in Europe and Asia (6 months), experiencing life in New York (6 months). 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

Led Strategy and Operations at Buzz, one of Spain's top digital and social media agencies. Guiding a team of 40+ to produce and execute strategic and creative digital campaigns for international clients in fashion, FMCG, services, culture, pharma and nonprofits. As part of Operations role, I led internal comms, agency marketing and HR.

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

APRIL 2010 - DECEMBER 2013

Created and supervised digital and social media strategy 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 consulting).

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

JUNE 2008 - APRIL 2010

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

### Previous experience

2005 - 2007

Project Manager. Marketing Assistant. Graphic Designer.

## EDUCATION

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

SEPTEMBER 2007 - JUNE 2008

### Universidad de Málaga, Málaga, Spain – *BA Advertising and PR*

SEPTEMBER 2001 - JUNE 2005

## SKILLS

Digital & Social Media marketing strategy.

Team management. Maximizing creative and production talents.

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. Basic HTML / CSS.

## LANGUAGES

- Spanish (native)
- English (full professional proficiency)

## LOVES

Real food, cycling, yoga, urban culture & fashion, natural movement. Brands that improve people's lives with groundbreaking innovation, empowering communication, ethical practices or cultural development.