



# Cecilia Jiménez

Marketing & Comunicación Project Manager

cecilia.jimenezbenitez@gmail.com

linkedin.com/in/ceciliajimenez/

+34 605371900

## Education

### Bachelor Degree in Advertising and Public Relations

University of Seville. 2012

### Diploma Project Management (PMP)

EOI Business School. 2018

### Experto Community Manager

Chamber of Commerce in Seville. 2013

### Postgraduate Course in Web Design and Programming

Confederación de Empresarios de Andalucía (CEA). 2007

## Languages

### English: current level Advanced (C1)

- First Certificate (B2), University of Cambridge. 2012

- 1st, 2nd and 3rd courses, The Institute of Languages. University of Seville

Spanish	✓✓✓✓✓	Mother tongue
English	✓✓✓✓	Professional competence

### Stays abroad

- Belfast (UK), 2011

- Bucarest (Romania), 2012

## Soft skills

Communication skills

Leadership and strategic thinking

Team player

Organizational skills | Proactive

Problem solving approach

Analytical capacity | Decision maker

## Personal interest areas

Corporate Social Responsibility

Strategies for reducing the digital divide (gap)

Interested in travelling and discovering new cultures

Wine lover

## Additional information

Available references on request

Enable for immediate incorporation

Driving license and own vehicle

## Hard skills

### Project management and productivity

(MS Project / Trello / Teamwork)

### Cloud and collaborative work

(Google Suite / Microsoft Teams / Webex / Dropbox / Moodle)

### Data Management

(MS Office / Open Office / CRMs / ERPs)

### Data Analysis

(MS Excel, Google Analytics & inner social media tools)

### Web Design, UX & UI

(Html / CSS / Dreamweaver / XD / Wordpress)

### Digital retouch of images

(Photoshop / Lightroom / Canva)

### Content curation and dinamization

(Hootsuite / Prezi / Kahoot)

### Emailing strategy (EdM)

(Mailchimp / Acumbamail)

## Work Experience

### **Project manager - Communication Department**

**Airbus.** Seville. July 2019 - November 2020

360° Communication Strategies Specialist at Protocol and Events division, as a part of Communication Department at Airbus in Andalucía (Defence & Space).

Strategy and development of Internal and External Events, deliveries ceremonies and VIP visits.

Internal communications support for Events.

### **Marketing & Communication Manager**

**International College of Sevilla San Francisco de Paula.** March - July 2019

Analysis and identification of areas of improvement

Digital Marketing plan

Internal communication plan

Rebranding of digital assets. Update of the website, landing pages, brochures, social media posts, etc.

Marketing strategy for Educational Mobility department: redesign and update of the main website, new brochure, proposal of international digital marketing plan, etc.

### **Project manager - Communication Department**

**Airbus.** Seville. January - March 2019. [Covering maternity leave]

Project Management of the 10th Anniversary of the San Pablo Branch in Sevilla (with the support of the vendor agency Abbsolute). An internal, hybrid - offline and online - event for 8000 employees and families with immersive 360° user experience: with an exclusive app with gamification, VR and AR activities, 3D mapping, etc.

- Eventex Gold Award 2020 (EMEA).

- Evento Plus Silver Award 2020.

Point of Contact for Airbus San Pablo Visitors Center (Industrial tourism) <https://discoveron.es/>

### **Project manager - Marketing Department [Promotion]**

**Google España,** Google Activate Project. Madrid. January 2015 - October 2018

Liaison with the team (up to 9 people).

Content manager (training content): responsible of the content for offline & online trainings, networking events and online mentoring seasons (loyalty programme).

Product owner: coordination and overview of the development of the online platform for the trainings. In collaboration with UNIMOOC & Lucentia Labs. Web Content Management: data base, CMS and lead management on CRM.

Content manager (communication): design and content for the main website ([google.es/activate](http://google.es/activate)), landing pages and newsletters. Art Director for all the rebranding adaptations: assets, social ads and htmls for emailing strategy.

Social Media Strategy: organic and advertising contents. Cases studies.

Liaise with sponsor partners for partnership agreements: the main public Universities in Spain, Industrial Organization School, International Advertising Bureau in Spain and NGOs (Red Cross, ONCE Foundation, Gipsy Secretary, Cáritas and Santa María la Real Foundation).

Liaison with local and international providers: Rehab, Beyond, Team Labs, Góbaloy Estresarte.

Identify implementation of improvements through cross-functional teams: cross selling, gamification, UX improvements, etc. Internal reporting.

#### **Notable accomplishments**

Activate Employability Impact: Activate has helped 4 out every 10 trained students to start or develop their own project and 2 out every 10 students have improved their work situation thanks to the program.

#### **Honors and awards**

September 2015: Spanish Minister of Employment awarded Google Activate and recognized Google's results and efforts on digital skills education at a ceremony at Campus Madrid.

### **Marketing Coordinator - South area (Andalucía, Extremadura and Canarias)**

**Google España,** Google Activate Project. December 2013 - January 2015

Production of communication content: offline and online trainings texts for promotion aimed to public and private organizations: emailing and press releases.

Institutional relationships with the main Universities in Andalucía, Canarias and Extremadura.

Liaise with teachers assigned to south area. Identify successful SMB in south area and contact with them to bring them as cases studies in offline trainings. Support in online content renewal and technical requirements.

CMS management. Reporting.

Observe y Conecta's project manager, job matching and shadowing project. Creation and development of the idea, wireframes, mockups, landing pages, backend with the support of Góbaloy agency. Communication strategy to match Google Partners Agencies and trained users (Google Activate). Follow up with the main agencies weekly.

#### **Notable accomplishments**

Promotion from ambassador to Marketing & Communication Project Manager in January 2015, after 13 months in the previous position.

#### **Honors and awards**

Q3 14: EMEA Marketing Gold Award for Google Activate results.

## Work Experience

### **Online communication technician.** [Internship]

**Consejo Regulador del Vino de Jerez.** May - September 2013

Digital Marketing plan: creation and planning.

Website redesign: rebrand and usability improvements. New blog: creation of new content according to website redesign.

Social Media: management and monitor online reputation by tracking messages and mentions. Press releases.

**Notable accomplishments:** Web traffic was increased by almost 40 percent over the previous year.

### **Customer Support Specialist** [Fractional contract]

**Enterprise.** Airport of Jerez. July - November 2012 & July - November 2013

Customer Support Specialist in Rent a car Enterprise.

### **Communication & PR Manager** [Covering maternity leave]

**Álvaro Domecq's winery.** May 2011 - February 2012

Planning and calendar of events and management.

Copyediting and layout content for website.

New corporate design pieces: product brochures, event brief, tasting notes sheet, etc.

Radio and press advertising. Copyediting and ads design.

### **Marketing Online Technician** at Widening Unit Department

**Queen's University** (Belfast, United Kingdom) February - May 2011

Design of digital marketing strategy plan for Widening Unit department.

Goal: Increase the number of new "most able but least likely" students by connecting with the key message: (we can help you) get the opportunity to progress to Higher Education.

Design of a new blog with close and clear post with information about how to get a loan, financial possibilities, careers plans, etc. Creation of a new web form (contact us).

Social Media strategy.

### **Public relations. Event management** [Fractional contract]

**Torrestrella S.A.** Jerez. June - September 2009

Events planning and management: Grupo Holcim.

### **Marketing technician** [Internship]

**Avante.** Seville. January - July 2008

Copyediting and layout promotional material (banners, brochures, etc.)

Events planning and press releases

Web development and content management

Design, copyediting and development of internal newsletter

Development and updating of databases

Reporting

### **Public relations. Event management** [Fractional contract]

**Torrestrella S.A.** Jerez. June - September 2007

Events planning and management: Grupo SYM.

### **Web designer** [Internship]

**RK Studio.** Seville. April - July 2007

Diseño estático y dinámico para contenidos web.

Mantenimiento y actualización de la web de la empresa.

Elaboración y corrección de noticias.

### **Public relations. Event management** [Fractional contract]

**Torrestrella S.A.** Jerez. June - September 2006

Events planning and management.

### **Communication technician.** [Internship]

**Fundación Sevilla Acoge** (ONG) Seville. January - April 2006

Web content management

Copyediting newsletters

Press releases

Event planning