




PERSONAL INFORMATION

 **Name**
Marta Pla Revert

 **Date of birth**
20th February, 1995

 **Address**
7 Marcia Road, SE1 5XE
London, United Kingdom

 **Telephone number**
07918800447

 **E-Mail**
martapla revert@gmail.com

MY LANGUAGES

English (B2)

Spanish (native)

Catalan (native)

German (A1)

SKILLS

Content creation

Branding

Traffic optimisation

Persuasive communicator

Google Analytics

SEO

Video recording & editing

SOFTWARE

    Office

SOCIAL

 **Skype**
martapla revert@gmail.com

 **LinkedIn**
martapla revert

MARTA PLA REVERT

Content marketing, digital marketing, SEO/SEM strategist

Reliable, hard-working individual with an enthusiastic attitude towards the workplace and the challenges faced within it. I can work efficiently, both, on my own and as a part of a team. I am passionate about communication, social media, web content that drives inbound traffic and SEO and its dynamics. I am looking forward to learning and helping companies grow to their 100% potential.

EXPERIENCE

 **April 2017 - July 2017**

El Iberico Newspaper - London, UK

I create web content that drives inbound traffic to the newspaper's website, engaging content for its audience. I also provide a complete, accurate and compelling coverage of news for both print and online media: investigating, doing interviews and seeking the news.

 **November 2016 - February 2017**

Eclips Telecommunication - Villarreal, Spain

As part of a team, I created the brand's identity from zero. As well as designed and built a brand new website using Wordpress. We developed an advertising campaign and executed it with audiovisual content involving customers, in both, an imaginative and engaging way.

 **August 2014 - present**

Publiregal - Alzira, Spain

I collaborate to execute tests, collect and analyse data in order to achieve maximum ROI in paid search campaigns; track, report and analyse website analytics, optimise it, develop and implement linkbuilding strategies and create content for the company's blog.

 **December 2012 - April 2013**

YouMusic.es

I created my first website and gained web design experience using HTML and CSS. I created the website's content and wrote news about music, I got a bit more involved learning about digital marketing and SEO, and engaged the target audience through YouTube.

EDUCATION

 **September 2013 - July 2017**

Bachelor's degree in Advertising and Public Relations

Universitat Jaume I - Castellon, Spain

Relevant coursework include advertising copy and communication, advertising media, concepts of marketing, principles of advertising, news writing, professional problems and ethics, introduction to mass communication law, business, management, creativity, strategic planning...

ACTIVITIES

 **2016**

Basic course of Digital Marketing by IAB and Google Spain

I learned the basics about digital marketing, technology fundamentals, SEO, SEM, web analytics, e-commerce, social media, smartphones, entrepreneurship, etc.

 **2015**

Making a short film for Valencia's Film Noir Festival

Participated on the 3rd edition of the festival's, recording and doing all the post-production of the movie.

 **2014**

Brand Management online: strategy, advertising and social media

I learned how to set brand strategies for the online communication, maximise the brand's identity online and manage and produce brand content for the social media.