



JAVIER GRANADOS ALCOCEBA

www.javiergranados.com

Address: Montnegre Street, nº 14, 7-4
08029 Barcelona (Spain)
Home phone: (+34) 934 303 969
Cell phone: (+34) 654 211 316
E-mail: info@javiergranados.com

Nationality: Spanish
Place & Date of Birth: Barcelona, 5th September 1981

EDUCATION



1999 - **ESADE. Escuela Superior de Administración y Dirección de Empresas Ramon Llull University, Barcelona**
5-Year Combined Undergraduate & Master in Management Programme (MBA)
Marketing specialization.
Promotion Ranking: Top 10



2003 - **McGill University, Montreal, Canada.**
MBA Exchange Student. International Management Program. (September 2003 – December 2003)

WORK EXPERIENCE



NISSAN IBERIA (automotive company)
Date: June 2008 - Present
Interactive Marketing / Internet Specialist
Implementation of the Internet communication strategy in Spain and Portugal.
Launching and managing Interactive projects elaborated in the marketing department.
(development and maintenance of local websites, Interactive campaigns, banners, e-mailing, etc.)



DUPLEX MARKETING (marketing agency)
Date: February 2004 - June 2008
Project Manager
Management of marketing below-the-line projects for FMCG clients such as Bimbo, Font Vella, Kraft, Unilever, Bayer, Sony or Antonio Puig. Development of promotions, mobile marketing, sampling, websites, interactive advertisement and loyalty schemes.



APARTAMIA (industry: tourism)
Date: January 2006 - January 2008
Founder and CEO.
Foundation of an urban tourist apartments company. Finances, marketing and operations tasks.
Management of clients and suppliers.



FUNDACIÓN ESADE (industry: education)
Date: January 2004 – February 2004 and summer 2001
Assistant of the Labour Project Institute: development of memorandum for the search of enterprise financing.
Admissions department: organization and control of admission requests.

LANGUAGES SKILLS

SPANISH	Mother language
CATALÁN	Mother language
ENGLISH	Advanced level (spoken and written). <i>Qualifications: Certificate in Advanced English (CAE)</i>
GERMAN	Lower intermediate level

COMPUTER

Advanced user of MS Office (Powerpoint, Word, Excel, Access, Frontpage) and Internet (Webpage and Blogs tools)
Advanced level seminars of MS Access and MS Excel
Advanced user of graphic design utilities (Adobe Photoshop, Adobe Illustrator, Freehand MX)
Edition and digital image course in Crea Formación School

EXTRACURRICULAR ACTIVITIES

Founder and editor of several blogs:
www.freakmarketer.com (above and below-the-line marketing blog)
www.absolutbcn.com (first Barcelona metroblog)
www.gurusenred.com (business blog agregator).
Punctual collaborations in marketing magazines (IPMark, Estrategias, Interactiva)
Course of creativity applied to the business (Buena Idea)
Work experience in family business (accounting and marketing assistant).
Passion for sports (football, swimming, tennis and ski) and arts.