



## JAVIER GRANADOS ALCOCEBA

[www.javiergranados.com](http://www.javiergranados.com)

E-mail: [info@javiergranados.com](mailto:info@javiergranados.com)

Nationality: Spanish

Place & Date of Birth: Barcelona, 5<sup>th</sup> September 1981

### EDUCATION



1999 - **ESADE. Escuela Superior de Administración y Dirección de Empresas Ramon Llull University, Barcelona, Spain.**  
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)



2009 - **Universitat Oberta de Catalunya, Barcelona, Spain.**  
Degree in Advertising and Public Relations. (Pursuing 2nd cycle)

### WORK EXPERIENCE



**NISSAN IBERIA** (automotive company)

Date: June 2008 - Present

*Online Marketing Manager (Internet Specialist)*

Definition, management and implementation of digital marketing strategy for Spain and Portugal.

Nissan webs content and online campaigns management.

SEM and SEO management, customer loyalty (e-CRM), development of brand presence on social networks (Social Media Management) and Mobile Marketing.



**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.



**FUNDACIÓN ESADE** (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.

### LANGUAGE SKILLS

SPANISH

Mother language

CATALAN

Mother language

ENGLISH

Advanced level (spoken and written). *Qualifications: Certificate in Advanced English (CAE)*

GERMAN

Lower intermediate level

### COMPUTER

- Advanced user of Windows, MS Office, Internet and web browsing tools.
- Knowledge of online audience analysis tools (Omniture, Google Analytics)
- Knowledge of JavaScript, SQL, ASP, website administration tools and blog editors (FrontPage, Wordpress)
- Advanced user of Graphics design tools (Adobe PhotoShop, Adobe Illustrator, Freehand MX)
- Edition and digital image course in Crea Formación School
- Advanced level seminars of MS Access and MS Excel

### EXTRA CURRICULAR ACTIVITIES

- Professor of Master in Digital Marketing Management and Internet Business Communication (Web 2.0) ESDEN (Escuela Superior de Negocios y Tecnologías). Barcelona, Spain.
- Business projects:
  - Co-founder and Chief Marketing Officer of MELON KID (on-line fashion company)
  - Founder of APARTAMIA (short term rental apartments in Barcelona)
- Founder and editor of several blogs:
  - [www.freakmarketer.com](http://www.freakmarketer.com) (above and below-the-line marketing blog)
  - [www.absolutbcn.com](http://www.absolutbcn.com) (first Barcelona metroblog)
- Punctual collaborations in marketing magazines (IPMark, Estrategias, Interactiva).
- Course of creativity applied to the business (Buena Idea).
- Passion for sports (football, swimming, tennis and ski) and arts.