

## Contactar

evarepresa@yahoo.es

www.linkedin.com/in/  
evarepresaalvarezdeeulate  
(LinkedIn)  
musicadacapo.org (Other)  
www.territoriocreativo.es  
(Company)  
eva.trabajaen.tc/ (Other)

## Aptitudes principales

Digital Marketing  
Estrategia digital  
Content Marketing

## Languages

Español (Native or Bilingual)  
Inglés (Full Professional)  
Francés (Native or Bilingual)

## Certifications

Presentation Principles: HBR Guide  
to Persuasive Presentations  
Grade 1 Theory of Music  
Atelier for Young Festival Managers  
DELFI A2 - Diplôme d'Études en  
Langue Française

## Honors-Awards

Mención especial (Categoría A) a  
"Viaje desde Oviedo"

## Publications

¿Cómo suenan los medios sociales  
en Europa?  
Detonante WikiLeaks: ¿despertad, es  
Internet!  
Pinterest: ideas pin a pin  
Nos gusta el online-offline  
La disolución de fronteras en la era  
multitarea

# Eva Represa Álvarez de Eulate

Head of Content & Channel Strategy en Deloitte Digital  
Madrid

## Extracto

For 12 years I have worked on a digital basis with inbound and digital marketing consultancy agencies, designing inbound marketing and digital channel strategy for clients in different industries such as retail, THL, automotive, cultural industries, banking & insurance, pharma, etc.

My experience also includes holding relationship with clients, applying methodologies and technology to transform organizations from the inside to the outside to help them on their paths to digital transformation.

I have also been speaker to marketing and creativity courses and a contributor to universities and masters.

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## Experiencia

Deloitte Digital  
Head of Content & Channel Strategy  
enero de 2016 - Present (5 años 1 mes)  
Madrid y alrededores, España

I have a hybrid profile, where I am able to apply my technical knowledge as much as my creative skills in my day-to-day work. My experience at Deloitte Digital consists on:

- Designing, building, implementing and executing solutions of content marketing for clients, in owned, paid and earned media. One of my main areas of focus relies on applying methodologies to adjust the right content to the right audience, focusing on the entire purchase funnel as a whole.
- Constantly looking for the right methods that allow to measure ROI of content through valid KPIs
- Designing and implementing procedures for clients' adoption of new social media management tools and technologies
- Supervising teams and clients on the creation of content marketing editorial plans

- Assessing clients on the application of methodologies and workflows to create content efficiently
- Developing creative concepts and rationales for new products, services or digital campaigns for clients
- Designing clients' social identities and tone of voice in digital entourages through editorial guides
- Assisting clients in the design and application of crisis management protocols
- Leading teams of work both for content and for social media

## IED Madrid

### Guest Teacher

marzo de 2014 - marzo de 2016 (2 años 1 mes)

Guest Teacher at Postgraduate Course: "Digital Marketing and SocialBusiness".

## Good Rebels anteriormente Territorio creativo

6 años 9 meses

### Digital Content Planner

mayo de 2013 - enero de 2016 (2 años 9 meses)

Madrid y alrededores, España

As Digital Content Planner at Good Rebels I was in charge of building, developing and supervising the creation of digital content for brands such as Spotify, LAN-TAM Airlines or Famosa Toys. The job also required a good amount of development of constant creative concepts for campaigns, editorial lines or (simply) content, in order to build steady and strong presence on a digital entourage.

### Digital Creative

enero de 2010 - abril de 2013 (3 años 4 meses)

As a Digital Creative:

- I helped to build and develop online and offline creative actions for brands (such as Media Markt, Movistar, Toys 'R Us, NH Hotels, Toyota etc.).
- I endured lots of teamwork, working to increase a brand's online awareness and leave a trace in fans' minds.
- I used a wide range of skills, such as:
  1. Conceptualise creative campaigns that fit in a brand's identity.
  2. Develop creative actions that have sense inside the limits of creative concepts.
  3. Supervise the execution of these creative actions, whether online or offline.

4. Design photoshopped images that illustrate creative ideas to clients.

### Community Manager

mayo de 2009 - enero de 2010 (9 meses)

As a Community Manager:

- I worked as a bridge between brands (Pumatime, Casio Exilim, Invisalign, Spotify) and potential customers.
- I worked building strong communities around every brand, listened and answer to complaints and compliments from fans and customers.
- I supplied every social medial channel with content everyday.
- I measured results regularly in order to increase a brand's online awareness.

### Subterfuge Records

Marketing Consultant (Internship)

julio de 2015 - octubre de 2015 (4 meses)

Madrid y alrededores, España

As a Marketing Consultant at Subterfuge Records I worked analyzing audiences and data to develop strategies in order to increase efficiency in projects at the recording label.

### Festival Internacional de Santander

Communications and Productions Assistant Internship

agosto de 2014 - septiembre de 2014 (2 meses)

As Communications and Productions Assistant I helped for a month at the production and for the satisfactory outcome of the most relevant classic music festival in the north of Spain,

### Escolanía del Escorial

Communications Assistant Internship

diciembre de 2013 - junio de 2014 (7 meses)

San Lorenzo del Escorial

As Communications Assistant, I held for nine months communication strategies through digital channels for the most important children choir in Spain, El Escorial Children Abbey Choir, in order to increase their visibility and awareness.

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## Educación

Universidad Complutense de Madrid

Master en Gestión Cultural de las Artes Escénicas, Gestión de las artes escénicas y audiovisuales · (2013 - 2015)

Universidad Carlos III de Madrid

Licenciatura (BA+MA), Media and Communication Studies, Comunicación Audiovisual, Comunicación Audiovisual · (2005 - 2009)

Université Sorbonne Nouvelle (Paris III)

Médiation Culturelle · (2007 - 2008)

Middlebury College

Majorship in Italian by the New England Association of Schools and Colleges, Intensive Italian Summer Course · (2007 - 2007)