



IÑIGO MORETE

PRODUCT MARKETING &
CONTENT STRATEGIST

CONTACT

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ABOUT

- Senior specialist in Content & Product Marketing with a track record in 360° campaigns and digital communication.
- Translation of complex concepts into clear messages. Creation of formats that connect with audiences and generate impact on product and brand.

TOOLS

SEO & Research
Content management (CRM)
Analytics
Microsoft Office Suite
Adobe Premiere Pro

POWER SKILLS

Product-focused storytelling
Leadership
End-to-end execution
Action-oriented analysis
Operational adaptability

EDUCATION

Master's Degree in Social Media Management
Master's Degree in Social Communication
Bachelor's Degree in Journalism
+ Erasmus experience

EXPERIENCE

- **Product marketing at Telefónica** Jan. 24 - Present
Telefónica (Innovación digital)
Responsible for content strategy and digital communication. I lead 360° campaigns and manage executive communication on LinkedIn. I work with other Telefónica areas to align product, business and storytelling, actively driving content methodologies that strengthen engagement and the visibility of the solutions (≈+10.5% click-through rate in the Open Gateway Newsletter and +7,000 organic followers on LinkedIn).
- **Product marketing and communication in Portugal** Jan. 23 - Jul. 23
Cachapuz
International experience. Improvement of digital visibility in the Portuguese market through organic content, campaigns, events and internal communication.
- **Producer, coordinator and digital channels in TV** Sept. 21 - Jul. 22
Hamaika Telebista (TV)
- **Writer and presenter in News and Sports** Jun. 21 - Aug. 22
EiTB (Radio) Oct. 20 - Feb. 21
- **Product marketing and communication** Feb. 21 - Jun. 21
Salva Industrial May 20 - Sept. 21
Scriptwriting, video creation, recording and audio voice-over, live broadcasts, corporate content for digital channels.
- **Director and founder of a digital newspaper** Feb. 19 - Oct. 22
www.lamordaza.com
Team management, content and social media. Interviews, reports, features, news, podcasts, etc. More than 500,000 unique visitors.
- **Other experience** Other experience

KEY ACHIEVEMENTS

- Management of communication for executives.
- Increase in engagement of the Open Gateway newsletter (≈+10.5%) and growth on LinkedIn for Telefónica Innovación Digital (+7,000 followers).
- Audiovisual production for Salva Industrial with pieces that remain in use more than 5 years later.
- ≈+3 million views on own TikTok, Instagram and YouTube channels.
- ≈+500,000 unique visitors on an own digital media outlet.
- Comprehensive competence in content (strategy, editing, coordination or distribution), providing me with production vision, rigour and commitment to deadlines.

LANGUAGES

English: Professional (C1)
Spanish: Bilingual
Basque: Bilingual (HABE - C1)
Portuguese: Elementary