



# 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

- **Senior Content Marketing Specialist** Jan. 26 – Present  
**Bemobile (creative advertising and consulting agency)**
- **Product marketing at Telefónica** Jan. 24 – Jan. 26  
**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 (section 'key achievements').
- **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
- **Director and founder of a digital newspaper** Feb. 19 – Oct. 22  
**[www.lamordaza.com](http://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

- Growth on LinkedIn for Telefónica Digital Innovation and communication management for company executives (+1.2 million organic impressions; 15,000 interactions; +10,000 followers). -2025.
- Increased engagement with the newsletter for Telefónica Open Gateway's strategic project (≈+10.5% click-through rate, +2,900 recipients, ≈+50% open rate). -2025.
- 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.

## LANGUAGES

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