



ÍÑIGO 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
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