



# 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

**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').

Jan. 24 - Jan. 26

#### • Product marketing and communication in Portugal

**Cachapuz**

International experience. Improvement of digital visibility in the Portuguese market through organic content, campaigns, events and internal communication.

Jan. 23 - Jul. 23

#### • Producer, coordinator and digital channels in TV

**Hamaika Telebista (TV)**

Sept. 21 - Jul. 22

#### • Writer and presenter in News and Sports

**EiTB (Radio)**

Jun. 21 - Aug. 22

Oct. 20 - Feb. 21

#### • Product marketing and communication

**Salva Industrial**

Feb. 21 - Jun. 21

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

**[www.lamordaza.com](http://www.lamordaza.com)**

Feb. 19 - Oct. 22

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