

CONTACT INFO

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VERÓNICA A. RODRÍGUEZ PÉREZ


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Strategic
communication &
creative content
specialized in virtual
reality



COMPETENCES

HUMAN

Proactive
Resilient
Creative thinker

Communicative
Teamwork player
Growth mindset

DIGITAL - MANAGEMENT

Google Suite
Microsoft Office
SUMA
Basecamp

Trello
Asana
Miro
Slack

DIGITAL - MARKETING

Social Media Strategy
Paid Social Media
Campaigns


SEO & SEM
Google Analytics
Hootsuite


CREATIVE


Canva
Photoshop
Premiere

Writing
Brainstorming
Premiere

EDUCATION

 Certificate in Virtual and Augmented Reality Production at U-TAD (2016-17)

 Master Transmedia Communications & Branded Content at Carlos III University (2014-15)

 Transmedia Branded Content Campaign for Hendricks

 Media Communication Studies Degree at Rey Juan Carlos University (2010-14)

LANGUAGES

 Native Spanish

 Advanced English (C1)

 Intermediate French (B1)

Having developed different skills from client and project management, to analytic research, marketing growth and creative and strategic content creation in my 4+ years of experience in advertising, digital and virtual reality companies, I seek to expand my career growth in a marketing product manager position that mixes the best of my organizational, creative and strategic abilities. I am always keen on learning new things, especially if related to finding innovative solutions to people's needs, and ways to better communicate and connect together through stories.

WORK EXPERIENCE

Marketing & Strategy Manager at Wowin Group - June 2020 - Now

- Strategic **product and company roadmap** (BeFootball, BeBasket, Prisma VR Studio & Real o Virtual)
- Social Media and Communication **Strategy**.
- **Project management and PR Relations** (HTC, Pico Interactive, HP)
- **Trends and market researcher** (XR, videogames, football, entertainment, fitness)
- **Content creator** (social media, articles, press releases, scripts, tutorials)

Content Manager & Inbound Marketing en Isobar - 1 year and 3 months

- Create and optimize **paid social media campaigns** on FB, IG, and Pinterest, managing + € 10 K budget, and **SEM** campaigns in **Google Ads**,
- **Keyword** research, editorial calendars, **optimization of SEO assets** and articles.
- **Creation and management of content** on brand social networks and online channels.
- Client communication, **project and campaign management**, implementation of new formats and creative ideas. Brands: Multiópticas, Montibello, Isobar.

Events & Community Engagement en Oarsis Startups - 8 months

- 2017 - 2018**
- **Content curation**, staying up-to.date with the national and international VR & AR industry. Planning social content and managing the **content calendar**.
 - Identify **opinion leaders** in the industry to **promote collaborations and strategic alliances**.
 - Monitoring the success of the events & community engagement in terms of the overall marketing strategy, **growing the community** "xR World Madrid". More than 15 events to extend the XR. + 500 new members, + 1.000 followers.
 - Business development, **market research**, **email marketing**, promotional image design, video editing and creation and management of the XR monthly **newsletter**
 - Creating the data base and research about [the state of the XR industry at Spain in 2018](#) presented at [Fundación Telefónica Space](#) with The App Date.

IN MY SPARE TIME

EVENTS ORGANIZATION

- DIGITAL JOVE 2019 - VALENCIA
- VIRTUAL REALITY DAY MADRID 2018, 2019 & ONLINE ALTSPACE VR 2020

RESEARCH

- VIRTUAL REALITY LANDSCAPE SPAIN 2018
- THE EVOLUTION OF FACEBOOK VR AVATARS

TEACHER & SPEAKER

- IEBS, UC3M, URJC, EDITECA
- XR MÁLAGA, SPEAKER & JURY
- NEXT LAB - JURY

CREATOR

- CANNES XR CHALLENGE - PLAYFORMANX VR PROJECT

OTHER STUDIES

- Introduction to Product Management at LinkedIn Online (2021)
- Advertising Creativity Course at ZinkProject (2018-2019)
- Upload VR Unity Development Course at Los Angeles USA (2017)

AWARDS

- First Prize at Transmedia by La Salle for "SAMSARA The Fate Roulette" (2018)
- Semifinalist at The National Elevator Pitch Contest (2015)
- First prize at Literary Contest "Miguel Hernandez" 2007 and 2008

KEEN ON

- SOCIAL VIRTUAL REALITY
- PRODUCT MANAGEMENT
- LOCATION BASED VR

Producer & Public Relationships en Binalogue - 3 months

- Managing **key client accounts**, liaising and updating **stakeholders** on the status of projects. Clients like NBC Universal, RTVE, Lasttour, Spotify, Platige or Paramount.
- Tracking the **project deliverables** and matching those with agreed **deadlines**.
- Reporting** on success criteria for delivered projects by **measuring results**.

Account Executive & Community Manager at Pop Up Brand Content (ZOND) - 1 year and 6 months

- Client Service:** presentation of strategies, results, weekly reports, status meetings, **budget** management.
- Coordination of RISI's brand **presence on social networks** and community spaces (Facebook, Twitter, Youtube) and the management of the **branded content associated with the videogames** sector (Twitch, Playfulbet, Online Champion, LPV, Gamergy)
- Creation of **editorial content** for the brand and management of its **digital positioning**.
- Market research**, competitive analysis and **benchmarking**, development of **new business plans**.

2015 - 2016

PART OF / COLLABORATOR / MEMBER



INNOVACIÓN AUDIOVISUAL

Innovación Audiovisual is a professional association and transmedia project created in 2014 in which relevant professionals with very different profiles write, digress and meet to discuss from our personal perspective, about the new changing and converging environments of the media landscape.



The International University of La Rioja, is a private Spanish university for online education, with headquarters in Logroño and presence in Mexico, Colombia, Ecuador and Perú.



Real o Virtual is the leading media outlet and community about virtual and augmented reality in spanish which started back in 2013.

REFERENCES / TESTIMONIALS



Carlos López Domínguez
Corporate Strategy Senior Manager

1 de diciembre de 2018. Carlos supervisó a Verónica A.

It's rare that you come across standout talent like Veronica!

I had the pleasure of working with her during critical times at Oasis, the micro-VC we launched in 2016. Veronica was responsible for all events and community building activities within the company, as well as managing a big part of our social media. Veronica expertly filled the role with very positive outcomes. I was particularly impressed by Veronica's ability to be flexible in such changing times for the company, as well as coming up with creative ideas on the marketing side to strengthen our marketing and community building efforts. She was proactive, and always looking for ways to add even more value to the company, even when those opportunities came on top of her day-to-day responsibilities. That skill often takes years to develop, but it seemed to come perfectly naturally to her!

MY BLOG STATS

3,3 K

BLOG VISITS IN 2020

10

ARTICLES IN FIRTS POSITIONS

IAMVR

24,8 K

LAST MONTH IMPRESSIONS

4,6%

AVERAGE CTR