

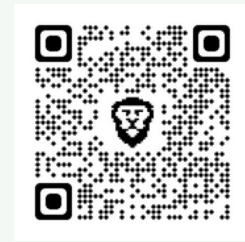
ALFONSO FRÍAS BALMORI

READY TO RELOCATED

Spanish - Native level

French - Native level

English - Fluent



MBA BRAND MARKETING / ART DIRECTION

After obtaining my degree in **3D Art Direction** at **MJM** in Strasbourg, where I studied 3D art, photography and design, I decided to merge those skills with my passion for the world of business and advertising by studying an **MBA Brand Marketing** at **ISEG**. This allows me to be versatile, dynamic, creative, independent yet still a team player, and an overall interesting candidate to work in a wide range of jobs.

I am always seeking to better myself and possess a great desire to learn new things. This need of skills and knowledge has led me to many online courses on several different subjects that may catch my attention.

CONTACT

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WEB

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LAST EXPERIENCE

Impactify - Advertising and marketing specialist (Luxembourg)

January 2020 - February 2022

- PR, media relations: in charge of boosting the image of our company in the media, and ensuring the delivery of the desired messages.
- Content marketing: preparing marketing products coherent with PR campaigning, including digital content intended for the web.
- Web analytics (Google Analytics): measurement of performance of our marketing campaigns.
- Web Marketing: design and maintenance of the corporate web pages.
- Brand Marketing and Rebrand: create and update the company's corporate identity, in accordance with the approved marketing strategy.
- Market research on our current business zones, possible future markets and reports on our competitors' strengths and weaknesses.
- Corporate strategy: based on the result of the different research conducted (web analytics, market research, country studies, etc.), propose the strategic plan of the company, and track the implementation of the proposed actions.

EDUCATION

ISEG - Strasbourg 2020 - 2022

MBA Brand Marketing

MJM Graphic Design - Strasbourg 2017 - 2020

Art Director &

Justice Today: Money, Markets, and Morals

HarvardX - An Online Learning Initiative by Harvard University through edX

From Poverty to Prosperity:

Understanding Economic Development
Oxford Online

SKILLS

Suit Adobe
Complex 3D project
Art Direction
Film and Video
Branding
Advertising campaigns
PR, media relations
Content Marketing
Analytics
Web Marketing
Ad Creation & Gamification

SOFT SKILLS?

- With an easy-going character, I am a person who adapts quickly to changes.
- I have always been considered as sensible, fun and positive.
- Entrepreneurial and proactive, I'm able to work with very little guidance.
- I have always been loyal to my company and to my working partners.
- I do a lot of voluntary work and I think the same empathy should be shown at work.
- I am a critical thinker, but always emphatic and polite.

