

Belen LOPEZ-FUCHET

MARKETING | COMMUNICATION | DESIGN



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Driving license B - available car
Working permit C

BIOGRAPHY

[in](#) /belen-lopez-fuchet

Website: <https://www.belenfuchet.com/>

I am a dynamic and versatile marketing professional with 12 years of experience in marketing strategy, communication, branding, and digital. Specialised in digital marketing, social media, graphic design, content marketing, event planning, and web project management. I have supported companies across various industries (science, technology, beverages, sports, logistics, etc.) in developing their marketing strategies and materials.

EXPERIENCE

● MARKETING SPECIALIST

LIGENTEC SA | Sep 18 - Apr 24

Responsible of 360° marketing & communication: brand identity, website, webinars, newsletter, brochures, and promotional materials for worldwide exhibitions. Worked in English and French.

● JUNIOR DIGITAL MARKETER

evs SA | Jan 16 - Jul 18

In charge of digital and print marketing of the brand and different projects (ThéTeaTee, Erudit, Uxío Abuín, EPFL Rocket Team). Worked in English and French.

● COMMERCIAL & MARKETING INTERN

● OC SPORT | Mar 15 - Sep 15

Based in Lausanne. Involved in the Extreme Sailing Series™ events and circuit organization, within the OC Sport commercial team.

Fully worked in English and French.

● STAFF

XCAPE MEXICO | Jan 14 - May 14

Based in Playa del Carmen. Involved in the organization of weekly tours for international student groups.

● SALES & MARKETING INTERN

DHL GLOBAL FORWARDER SPAIN | Nov 12 - Dec 13

Based in Madrid, involved in the sales indoor team, providing quotations, shipments tracking and customer support.

● TRADE MARKETING INTERN

COCA-COLA SPAIN | Apr 12 - Jul 12

Based in Madrid, involved in new promotions launch, development and results monitoring.

All references available under request

EDUCATION

● DIGITAL MARKETING & SOCIAL MEDIA CERTIFICATE

CADSCHOOL | Jan 25

Learning cycle taught in French

● COMMUNITY MANAGEMENT & BRAND CONTENT CERTIFICATE - CADSCHOOL | Nov 24 - Dec 24

Learning cycle taught in French

● DIGITAL STRATEGY CERTIFICATE

CREA - INSEEC GROUP | Apr 18 - Jun 18

Learning cycle taught in French

● BUSINESS & MARKETING DEGREE

ESIC BUSINESS & MARKETING SCHOOL | Oct 07 - Jun 12

Master's Degree in Business Management and Marketing

● BACHELOR / ERASMUS SCHOLARSHIP

ESC RENNES | Sep 10 - May 11

Taught in English & French

● BILINGUAL FRENCH SCHOOL

COLLÈGE SAINT LOUIS DES FRANÇAIS | Sep 92 - May 07

LANGUAGES

Spanish - C2 / Mother tongue

English - C1 / Advanced CAE 66%

French - C2 / Bilingual. French Scholarship

OTHER ACTIVITIES

Volunteering for Spanish Association Against Cancer, collaboration work with Red Cross, Soupe Populaire and Geneva Marathon for Unicef.

Passionate about marketing, design, adventure, meeting new cultures, photography, music and digital media.

SKILLS

Pack Office, Mac

Indesign

Mailchimp

Google Analytics

WordPress

Illustrator

Google Ads

