



# DANIEL SERRANO

DIGITAL MARKETING, ADVERTISING  
AND SALES TECHNICIAN



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## ABOUT ME

Passionate about marketing and business relations, I am a digital marketing student who is constantly learning. I have also practiced athletics for 10 years in a row on a semi-professional basis.

## WORK EXPERIENCE

### RETAIL SALES ESPECIALIST

ColdCulture WorldWide | November 2024 - Actuality

- Visual control
- Customer service

### MARKETING DEPARMENT MANAGER

Curvaser, S.L. | February 2023 - Actuality

- Organization of events
- Elaboration and execution of marketing plan
- Budgeting
- CRM

### Pedestrian Mapping Data Collector

GI Group | March 2023 - June 2023

## ACADEMIC BACKGROUND

### HIGHER VOCATIONAL TRAINING IN DIGITAL MARKETING AND ADVERTISING

MEDAC, Zaragoza | Currently studying

### INTERMEDIATE VOCATIONAL TRAINING IN COMMERCIAL AND MARKETING ACTIVITIES

Los Enlaces | September 2020 - June 2022

### BASIC FP IN ADMINISTRATIVE SERVICES

IES Siglo XXI | September 2018 - July 2020

## NO ACADEMIC BACKGORUND

- Lifeguard qualification (Federación Aragonesa Salvamento y Socorro)
- DEA qualification

## SKILLS

- Good communication skills
- Team management
- Point of sale management
- Event Organisation
- Public Relations
- Teamwork

## LENGUAJES

**Spanish & Catalan:**  
Native

**English:**  
High level

**Italian:**  
High level