



AMAIA RODRIGUEZ MAÑAS

MARKETING AND ADVERTISING

Digital Marketing, Creativity and Design

CONTACT

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LANGUAGES

Euskera: B2 Mother tongue. (in process C1).
Spanish: Mother tongue.
English: Low/basic level.
French: Very low level.

SKILLS

Initiative.	Very attentive person.
Consistency.	Imagination.
Adaptability.	Public face.

INTEREST

- Euskal Dantzak.
- Travel.

OTHER

Driving Card B1.
Your own car.
Titer monitors and free time.

WHO I AM

I'm a Marketing and Advertising student, passionate about creativity and its impact on the marketing world. I love developing innovative ideas, creating strategies that connect with people and finding original ways to position brands. I'm always exploring new trends and digital tools to bring creativity to another level. My goal is to continue learning and provide a fresh and innovative vision in each project.

EDUCATION

SENIOR DEGREE IN MARKETING AND ADVERTISING | Harrobia [2024]
- [Ongoing]

TOP DEGREE IN TRAVEL AGENCIES AND EVENT MANAGEMENT | Ceinmark [2022] - [2024]

TECHNOLOGICAL BACCALAUREATE | Ibaizabal Ikastola, Durango [2020] - [2022]

FREE TIME MONITOR | Aisiola [2020] - [2022]

WORK EXPERIENCE

EVENT ORGANIZATION | W2M Dakari. [2024] - [2024]
Internships in an event organization agency.

BABYSITTING AND PRIVATE CLASSES | Zamudio. [2023] - [Working]
Take care of a child and give private Basque classes.

CAMARERA EN CATERING Y BARRA | Gasca. [2023] - [2023]
Days loose during the year. Serve food to diners.

CAMP MONITORING | Hazi Hezkuntza | Aisiola. [2023] - [2024]
Camp monitor and Christmas PIN.

TECHNICAL SKILLS

- Strategy and management of social networks.
- Managing email marketing campaigns.
- Design of communication materials.
- Development of communication and marketing plans NI.
- SEO strategy.
- Agile methodologies: Kanban.
- Development and analysis of market research.
- Management of the sales process (budget, albarán, invoice...).
- Elaboration of a project feasibility plan.

SOFTWARE KNOWLEDGE

- Gimp, Inkscape, Davinci.
- Mailchimp.
- Meta Ads.
- Google Ads.
- Figma.
- Microsoft Office: Excel, Power Point.
- SeoQuake, Semrush, Screaming Frog, Yoast SEO.
- Trello.