



## **Susana García García-Tuñón**

Degree in Business and Economics at UCM University.

Social Media Manager, Ecommerce, WordPress and Digital Marketing.

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### 1.-PROFESSIONAL EXPERIENCE

### 2.- TEACHING EXPERIENCE

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### 1.-PROFESSIONAL EXPERIENCE

**2006-2022**

#### **Web and online stores development and management. Digital Content.**

Websites, online stores and online course platforms creation, design, development and management.

SEO, SEM, Digital Campaings. Branded Content and Influencer Marketing.

Consultancy and management of the presence in Marketplaces (Amazon, AliExpress).

Creation and management of.

**2016-2022**

#### **Social Media Manager - Drink6 Iberia.**

Responsible for the social media strategy for the Drink6 brand for Spain, and coordination of European teams.

Content marketing, daily management of social profiles and relationship with influencers.

**2017–2022**

**Director of Social Media & Influencer Marketing at Éxito Digital  
Agencia Boutique de Marketing Online.**

**2020–2022**

**Social Media Manager at Kohl Comunicación**

Social Media Manager at Kohl Comunicación and various brands as a freelancer. Responsible for digital and social media strategy. Management of the relationship with influencers.

**2020–2022**

**Director of Social Media & Influencer Marketing at Instinto  
Deportivo.**

Social Media Manager. Responsible for digital and social media strategy. Team management.

**2020–2021**

**Senior Technology Consultant at CommerceUP Consulting.**

**2009–2020**

**Digital Content**

Creation of digital content for several companies and my own blogs.

**2017**

**Escuela de Organización Industrial (EOI)**

Professional skills trainer.

Helping entrepreneurs on the relationship and strategies to follow with online media, blogs and influencers. Teaching them marketing and advertising tools for their business/project.

**2001-2006**

**TERRA NETWORKS / TELEFÓNICA DE ESPAÑA**

**Front End Web Developer / Maquetación HTML**

Front End Web Developer / Design & HTML.

Layout of the web pages that make up the portal [www.terra.es](http://www.terra.es).

Collaboration in the initial approach of the pages/projects/sites.

Planning of the directory structure and page layout using HTML, XHTML, CSS2 and applying web standards.

Creation of microsites for special campaigns as the private area of the Real Madrid website or National Geographic sites.

**1999-2001**

**HEWLETT PACKARD IBERIA**

**Customer Relationship Manager**

Management of the Spanish and Portuguese clients' account database.

European level participation in the development of the interacting applications. Support and training to the Iberian Sales force.

Collaboration with sales department, design of the marketing campaigns and adaptation of the corporate tools helped to better meet customer needs.

**1998-2000**

**HEWLETT PACKARD IBERIA**

**Program Marketing Manager**

Director of the Marketing Program at HEWLETT-PACKARD ESPAÑOLA with Oracle, Baan, Microsoft and Sema Group: Coordination, Training, and Sales Supervision.

Preparation of reports and presentation of results of the program before the Marketing Department of Spain and Portugal

**.1997**

**MADRID STOCK EXCHANGE**

Collaborator - Investment Management.

## 2.- TEACHING EXPERIENCE

**2020-2021**

### **WELLA ACADEMY (Grupo COTY)**

Trainer / Instructor of Corporate Social Networks and Personal Brand applied to specific sector.

**2016 -2022**

### **EAE Business School (Grupo Planeta)**

- Teacher of CMS, Content Databases, WordPress and WooCommerce.
- Virtual Stores Module within Online Marketing and Digital Commerce degree, both in the full-time and part-time programs.
- Design of Virtual Store in the Master in Digital Marketing & Ecommerce (English Edition).

**2019-2022**

### **EOI (Escuela de Organización Industrial)**

- WordPress / Ecommerce / WooCommerce teacher in the programs of:
  - Usability and UX Course (Alicante and Catalonia), Digital Marketing Course (Valencia, Elche)
  - WordPress and WooCommerce Course (León)
  - Ecommerce
  - Student's projects mentoring

**2022**

### **Next International Business School**

Professor in the Master in Corporate Communication Management and Digital Marketing and in the Master in International Business (MIB)

WebsiteMarketing, SEO, SEM, Fundamentals of marketing.

**2020-2022**

## **EDIX, Digital Experts Institute (UNIR, Grupo PROEDUCA)**

Mentoring and trainer of all the subjects of the E-Commerce Expert career.

Subjects:

- E-commerce platforms
- Logistics / Payment Processes
- Marketplace
- SEO/SEM
- Content strategies. Inbound Marketing
- Social Media Organization
- Shopify / WooCommerce / Prestashop
- Assortment management
- Customer Relationship Management

**2021-2022**

### **EDIX, Digital Experts Institute (UNIR, PROEDUCA)**

Digital Marketing Degree Instructor (PDI): Teaching subjects such as SEO and Social Ads.

WordPress teacher in the Digital Content degree..

**2015-2021**

### **The Valley Digital Business School**

WordPress trainer in the Digital Product Design and Usability Module:

- Master in Digital Business (8 editions)
- Executive Program in Digital Marketing (EPDM+2, EPDM+3): Engagement and Virality Workshop in the Social Media Module:
- Executive Program in Digital Marketing (EPDM+2): Workshop "How to measure marketing actions with influencers"

**2016-2021**

### **Constanza Business School**

Personal Brand, Social Networks, Analytics, SEO, WordPress and Virtual Stores trainer in the Master of Digital Marketing

## **Education**

### **1998 – COMPLUTENSE UNIVERSITY (UCM)**

Degree in Business and Economics at UCM University.

### **2017 –THE VALLEY DIGITAL BUSINESS SCHOOL**

Learning about the business impact of the Internet of Things (IoT) in a practical way, through the development of workshops in different disciplines (Sensors, Wearables, Beacons, Drones, 3D Printing and Robotics), as well as knowing the new trends of what this new revolution means in all areas and sectors (health, industry, consumption, automotive, etc).

\* IoT ECOSYSTEM: Connectivity, devices, architecture, cloud, open sw&hw, security, Sensors, Security, Augmented Reality and Virtual Reality, IoT and Big Data, Legal impact and legal aspects, Lean Start-up Methodology, IoT Service Design.

\* APPLICATION TO THE BUSINESS BY SECTORS: SmartCities, Health & Fitness, Logistics and Distribution, Retail and Banking, Automotive, Connected Home, Workspace.

\* WORKSHOPS BY DEVICE: IoT Hardware (wearables, cloth, appliances, beacons...), 3D Printing, Robotics, Drones, Techno-creativity.

### **2018 – THE VALLEY DIGITAL BUSINESS SCHOOL**

#### **Excellence Program for Teachers**

Teacher Excellence Program at The Valley Digital Business School aimed at improving teaching skills.

Correct preparation of classes, effective communication, clarity in the message and approach to new teaching techniques using methodologies such as video, Virtual Reality and other immersive technologies, or dynamics through objects such as LEGO.

### **2021 – META (Facebook e Instagram)**

Six months training with experts from Instagram and Facebook team.

Optimization, monetization and security of Social Networks

Selected for the 6-month internal training program given by Facebook and Instagram for EMEA (500 people selected).

Optimization and creation of content, security and monetization.

### **2021 – Other courses (Actualización)**

- Instagram strategies for brand development
- Mobile photography and visual identity for Instagram
- Professional photography for Instagram
- Sustainable strategies for RRSS
- Community Management
- Brand strategy on Instagram
- Creation of animated GIFs
- TikTok for creatives
- Time management for creatives
- Project Management
- Google Ads and Facebook Ads
- Tik & Reels workshop