# Dweet



# Marta Samper

Digital marketing specialist with extensive experience in strategy, planning and activation

London, UK

⊘ Marta is Available to work

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# Work Preference

Location: Open to relocate Pattern: Open to Full-time work Employment: Permanent Positions

## Skills

- Digital Marketing (Intermediate)
- B2C Marketing (Advanced)

Campaign Management (Advanced)

Public Relations (Advanced)

Social Media (Intermediate)

Strategy (Advanced)

SEO (Advanced)

Partnership Activation (Advanced)

Tiktok Marketing (Intermediate)

Brand Partnerships (Intermediate)

## Languages

Spanish (Fluent)

Italian (Fluent)

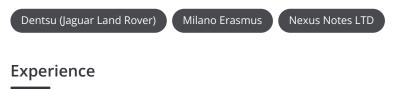
English (Fluent)

French (Basic)

## About

ABOUT I currently lead the off-site SEO strategies at Dentsu X, where my main client is Jaguar Land Rover LTD, I manage the relationship with PR clients across 18 markets worldwide, supporting brand partnership activations and lifestyle campaigns. I have great time management skills and an eye for details. My passion is bringing brands to life through experiences that really resonate with target audiences.

#### BRANDS WORKED WITH



### MARKETING AND BRAND ADVISOR

Nexus Notes LTD | Sep 2022 - Now

### Global Digital PR Manager

#### Dentsu (Jaguar Land Rover) | Jul 2021 - Now

-Built Digital PR team

-Leadoff-site SEO projects and Digital PR campaigns for Global clients

(JLR, Pandora, Galderma, Eni, and more) -Managedrelationship with PR & Brand teams client side

-Runpartnerships activations (Jaguar Attitude, Land Rover Rugby among others)

-Conductedbacklink audits and competitor analysis

-Skills:Campaign management, client relations, PR, partnerships.

## Co-Founder

#### Milano Erasmus | Sep 2016 - Feb 2018

-Created an events company for international students

-Plannedand activated weekly events that attracted +1000 students in Milan

-Managedacquisition workstream (digital and off-line) -Skills:Partnerships, sales, events, communications.