

RAÚL SAN MATEO MARTÍNEZ

Comms specialist

Art <> Marketing
Design <> Writing
Strategy <> Action

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Currently based in Madrid

TRAINING

Journalism	BA @ Universitat Oberta de Catalunya	2009 > 2017
Graphic Design	Foundation Degree @ London College of Communication	2006 > 2008
Business and Marketing	1-year exchange course @ Oxford Brookes University	2004 > 2005
	BA @ Universidad de Zaragoza	1999 > 2005

WORK EXPERIENCE

IED, Istituto Europeo di Design [Design and Marketing university, Madrid]

> Teacher

Sep 2017+

Subjects: Communication Semiotics and Sociology, Digital Communications and Branding

Greenpeace [NGO, Madrid]

> Digital Comms Manager

Dic 2011 > Ene 2017

Campaign development and strategy
Mail marketing strategy and execution [1 million-strong database]
Social media management
Copywriting
Production of images, videos and gifs for web and social media

Club de Madrid [NGO, Madrid]

> Comms Officer

Apr > Dec 2011

Organisation of the Club's Annual Conference in New York City, presided by Bill Clinton and attended by more than 40 ex Prime Ministers of democratic countries.

Latin American House [NGO, London]

> Comms Officer

Oct 2005 > Jun 2010

Campaigns development and strategy
Design and conception of corporate identity
Graphic and web design
Organisation of cultural events
Volunteer management

PERSONAL PROJECTS

Homo Velamine [Arts collective, Madrid]

> Founder and Coordinator

Jan 2013+

Conception and development of artistic activism
Graphic and web design [www.homovelamine.com]
Video production

Ramírez y Martínez [Training platform, Madrid]

> Founder and Teacher

Feb 2017+

Organisation of workshops on viral videos and guerrilla marketing. Held at **La Casa Encendida** and **Matadero Madrid** [www.ramirezymartinez.com]

VOLUNTEERING

> Different comms-related projects at various organisations:

El Estado Mental [Magazine, Madrid] / **Equo** [Green party, Madrid] / **Save the Children** [NGO, Madrid] / **IRIE!** [Theatre company, London] / **Fairtrade Foundation** [NGO, London] / **Sandblast Fest 2007** [Saharawi arts festival, London]