OSCAR VILLALIBRE
MARKETING & BRANDED CONTENT

WORK EXPERIENCE

HEAD OF DIGITAL & SOCIAL MEDIA
Equipo Singular
APR 2023 - At present

- Direction and management of the Digital team providing service to different clients of the agency
- Leadership and initiative for NNBB proposals linked to digital and social environments.

HEAD OF BUSINESS & BRANDED CONTENT
Post United
Main football digital publisher in Spain
APR 2022 - MAR 2023

- Commercial contact with brands to generate Branded Content campaigns.
- Creative and content proposals for brands on channels such as Instagram, TikTok, Twitch, Twitter, YouTube and Facebook.

HEAD OF CONTENT / ACCOUNT DIRECTOR
OMD
APR 2019 - MAR 2022

- Responsible for the Content & Experience department. Account management (Levi's, PepsiCo, Lay's, Doritos, Docker's, Bimbo, Bacardi...)
- Lead and define creative strategies, special actions, branded content, influence marketing.
- Team management and billing control.

SOCIAL MEDIA & CONTENT MANAGER
OMD
OCT 2015 - MAR 2019

- Account management, community management, paid social, SEO, SEM, influence marketing, data analysis.
- I work for accounts such as PepsiCo, Turkish Airlines, Deichmann, Dr. Oetker, Sunglass Hut.

SOCIAL MEDIA MANAGER
Freelance
MAY 2013 - SEP 2015

- Community Management and definition of social strategies for various brands and agencies.

ANALISTA COMUNICACIÓN POLÍTICA
Centre Documentació Política
FEB 2007 - APR 2012

- Analysis and clipping of political information for the catalan government.

CONTACT

- linkedin.com/in/oscarvillalibre
- oscarvillalibre@gmail.com
- +34 630390381

EDUCACTION

- **Digital Business Superior Program** ESDI
- **Master of Managament & leadership for cultural organizations** IDEC
- **Audiovisual Communication Degree** Universitat Barcelona
- **Political Science Degree** Universitat Pompeu Fabra

SKILLS

- Branded Content
- Digital Marketing
- Social Media
- Paid Social
- Influence Marketing
- Acccount Management
- Team Management
- Brand storytelling
- Presentations

LANGUAGES

- Catalan
- Spanish
- English