



ÓSCAR PALAZÓN

Creative and Content Marketing Specialist

Madrid | +34 626408170 | info@oscarpalazon.com | LinkedIn: [oscarpalazon](#) | [oscarpalazon.com](#)

PROFESSIONAL PROFILE

Creative and content expert with over ten years of experience helping brands and companies discover their unique voice, communicate their vision, and connect with their audience through impactful marketing. I have built my career in **advertising agencies, marketing departments, and television**, actively participating in every stage of production, from the conception and development of **creative ideas** to **strategic planning, team leadership**, and the successful execution of final projects.

WORK EXPERIENCE

CREATIVE AND CONTENT MARKETING SPECIALIST | Events and Marketing

Up Spain

2024 – Present

Development and execution of creative proposals, presentation and pitching of creative concepts to clients, full management of events, creation of narratives, conceptualization and gamification for incentive platforms, design of internal and external communication plans and strategies, optimization of web structure and social media content, and coordination of multiple projects with external marketing agencies.

- **Key Skills:** Storytelling | Sales | Strategic Communication | Creativity and Innovation | Digital Marketing | Project Management

MARKETING AND COMMUNICATION CONSULTANT

Freelance

2016 – Present

Marketing and communication consulting for companies in various sectors, such as fashion, fitness, food, and entertainment. My services include creating advertising campaigns, developing marketing strategies, branding, storytelling, and content planning for different brands.

ASSOCIATE TV DIRECTOR AND SCREENWRITER

Banijay | LACOpactora | Suelta el Mando

2017 – 2024

Managed teams of more than ten people, planned content, directed recordings, organized TV rundowns, supervised materials, controlled tasks, coordinated guests, developed scripts for TV shows, recordings, and promotions, created content, conducted interviews, provided live captioning, and designed new TV formats. I have worked for major media groups such as RTVE, Mediaset, and Atresmedia on successful TV shows like *Big Brother*, *La Roca*, *Gente Maravillosa*, and *Liarla Pardo*.

CREATIVE IN R&D DEPARTMENT

Eurostar Media Group

2016 – 2017

Creation of new television formats, communication and advertising campaigns for different companies. Conceptualization of **creative campaigns** and formats, design and writing of sales documents, recording of television program pilots.

COPYWRITER

VCCP Agency

2015 – 2016

Development of advertising campaigns for brands such as Nike, Worten, and Plátano de Canarias. Conceptualization, **creation of audiovisual and written content** for digital and offline media, event design, presentation of creative proposals.

EDUCATION

GOOGLE PROJECT MANAGEMENT CERTIFICATE Google Coursera	2022 – 2023
MOOC DESIGN THINKING FOR INNOVATION University of Virginia Coursera	2020
MASTER'S DEGREE IN E-COMMERCE PROMOTION & STRATEGIST IIM	2017 – 2018
MASTER'S DEGREE IN ADVERTISING AGENCY TCOE	2014 – 2015
MASTER'S DEGREE IN GRAPHIC DESIGN AND ADVERTISING CREATIVITY Aula Creativa	2013
DEGREE IN AUDIOVISUAL COMMUNICATION UCM	2009 – 2014

KEY ACHIEVEMENTS

- UNIVERSITY EXCELLENCE AWARD. Best academic performance of the graduating class | UCM
 - IRIS AWARD FOR BEST REGIONAL TV SHOW | Associate tv director of *Gente Maravillosa*
 - GUEST SPEAKER AT UCM MASTER'S PROGRAM | 'The Importance of Creativity in Events' (2024)
 - GOLD AND SILVER AWARDS | Drac Novell International Creativity Festival
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LANGUAGES

SPANISH | ENGLISH | GALICIAN | PORTUGUESE (*medium level*)

SOFTWARE

ADOBE CREATIVE CLOUD | Premiere | After Effects | Illustrator | InDesign | Photoshop
MICROSOFT OFFICE | Word | Power point | Excel | Exchange
PROJECT MANAGMENT | Monday | Asana