



ÓSCAR PALAZÓN

Brand & Marketing Specialist | Storytelling & Experience

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Madrid | Seeking opportunities to relocate to Palma de Mallorca

PROFESSIONAL PROFILE

Brand and marketing specialist with 10+ years of experience helping brands define their voice and build high-impact storytelling across **communication, events, and broadcast media**. Skilled in leading cross-functional teams, shaping creative strategy, and delivering campaigns that drive engagement, differentiation, and measurable business results. Experience across corporate, agency, and TV production environments.

AREAS OF EXPERTISE

SOFT SKILLS: Storytelling & Brand Narrative | Strategic Communication | Creativity & Innovation | Leadership & Team Coordination | Presentation & Pitching | Experience Design | KPI-Driven Decision Making | Problem Solving

HARD SKILLS: Adobe Creative Cloud (Premiere, After Effects, Illustrator, InDesign, Photoshop) | Generative AI for Content | CMS & Web Platforms (WordPress, HubSpot) | Analytics & Project Tools (Google Analytics, Notion, Monday/Asana)

PROFESSIONAL EXPERIENCE

BRAND, CONTENT & EXPERIENCE SPECIALIST | Marketing & Events

Up Spain

2024 – Present

- Design of **marketing and communication strategies** aligned with brand objectives.
- Creation of **storytelling and narrative** frameworks for campaigns, events, and incentive platforms.
- Web structure optimization, digital content development, and social media strategy.
- **Project coordination** with external agencies, creative teams, design, and production partners
- Develop end-to-end **creative proposals** for clients across diverse sectors.
- Presentation and strategic selling of **creative concepts** focused on measurable outcomes.
- Full management of **corporate events**: concept, production, coordination, and execution.

MARKETING & COMMUNICATION CONSULTANT

Freelance

2016 – Present

- Design and execute **marketing and communication strategies** for fashion, fitness, F&B, and entertainment brands.
- Lead **360° advertising campaigns** from creative concept to final delivery.
- Develop **brand storytelling and content strategies** for digital ecosystems.
- Advise on **brand identity, tone of voice, and positioning**.
- Provide **creative direction** and manage projects with external partners and vendors.

ASSOCIATE TV DIRECTOR AND SCREENWRITER

Banijay | LACOp productora | Suelta el Mando

2017 – 2024

- **Managed daily production teams of 10+ people.**
- Planned editorial content and supervised materials for broadcast.
- **Directed studio and on-location shoots**, managing guests and production schedules.
- Created **rundowns, scripts, segments, and new TV format concepts**.
- Supervised continuity, promos, and on-air graphics (CUE) during live broadcasts.
- **Conducted interviews and produced original audiovisual content.**
- Contributed to major networks (**RTVE, Mediaset, Atresmedia**) on TV shows such as *Big Brother, La Roca, Gente Maravillosa, and Liarla Pardo*.

CREATIVE IN R&D DEPARTMENT

Eurostar Media Group

2016 – 2017

- **Developed new TV formats and audiovisual concepts.**
- Designed **creative campaigns and communication proposals** for multiple brands.
- **Produced scripts, pitch decks, and commercial presentations.**
- Directed and supervised pilot episodes.

COPYWRITER

VCCP Agency

2015 – 2016

- Conceptualization of campaigns for brands such as **Nike, Worten, and Plátano de Canarias**.
- Audiovisual **content creation and copywriting** for digital and offline media.
- Development and design of **brand events and activations**.
- Presentation and defense of **creative proposals** to clients.

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

ACHIEVEMENTS & RECOGNITION

- **University Excellence Award.** Highest GPA of graduating class | UCM
- **Iris Award for Best Regional TV Program** | Associate tv director of *Gente Maravillosa*
- **Guest Lecturer (Master's Program, UCM)** | "The Role of Creativity in Events" (2024/2025)
- **Gold & Silver Awards** | Drac Novell International Creativity Festival

LANGUAGES

Spanish (Native) | English | Galician | Portuguese (Intermediate)