



LAIA PIQUERAS

MARKETING AND PUBLICITY

CONTACT

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📄 Recommendations

LANGUAGES

Spanish → Native

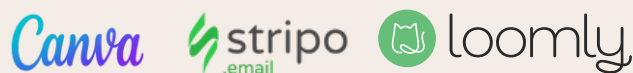
Catalan → Native

English → Medium level

DRIVER'S LICENCE

Permit type: B

DIGITAL SKILLS



WORK EXPERIENCE

- **Marketing Assistant** (Ilusiona Ocio)
 - Duration: March 2025 - Actually
- **Marketing Assistant** (Elogia Pharma (Grupo Viko))
 - Duration: February 2024 - February 2025
 - Tasks: Participation in the management of digital campaigns, social networks and content strategies, programming and sending emails via Salesforce, creation of emails, copies and birefings, updating web pages, customer support and monthly reports.
- **Marketing practices** (La Nova Bakery)
 - Duration: February 2022 - April 2022
 - Tasks: Creation of content for XXSS and posters for the bar
- **Marketing practices** (Dynamic Hotels)
 - Duration: October 2021 - December 2021
 - Tasks: Creation of content for XXSS and posters for the bar
- **Hair dresser assistant** (La Pelu de la Mimi)
 - Duration: October 2019 - May 2020

EDUCATION

Higher Degree in Marketing and Publicity

Escola Pia Santa Anna → September 2020 - June 2022

OTHER FORMATIONS

Online course "Google Ads"

MIDE → August 2025 - Actually

Generative Artificial Intelligence Course for eCommerce & Digital Marketing

M4C Academy → July 2024

Diploma

Online course "Google Analytics 4"

MIDE → May 2023 - February 2025

Certificate

Diploma

Online course "Social Ads al completo"

MIDE → November 2022 - May 2023

Diploma