

# María Pineda Lázaro

## PERSONAL INFORMATION

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## ACADEMIC QUALIFICATIONS

**Hasta 2000:** Guadalaviar School, Valencia (Spain)  
**2000/2004:** Bachelor's Degree in Journalism, University of Navarra, Pamplona  
**2013/2014:** Master in Communication Management and New Resources in touristic companies, University of Balearic Islands (UIB), Majorca  
**2013/2014:** Masters in Marketing and Digital Communication, CEU University  
**2013/2014:** Community Manager from **IMF Business School**

## ACADEMIC TRAINING

**2004/03:** Economic seminar organised by Grupo Recoletos (Expansión, economic newspaper), University of Navarra, Pamplona  
**2004/03:** Internship in Public Communication Department, University of Navarra, Pamplona  
**2003:** Participation in talk "Professionalism as the best bulletproof vest", UNIV meeting, Rome (Italy)  
**2002:** Participation in talk "Communicators at the service of society", UNIV meeting, Rome (Italy)  
**2001:** Participation in the talk "Is cinema a commonplace? The Little Prince answers", UNIV meeting, Rome (Italy)

## LANGUAGES

**Spanish:** Native  
**English & catalan:** Professional competence  
**Italian & german:** Basic knowledge

## COMPUTER SKILLS

**Advanced:** Microsoft Office (Word, Excel, Power Point, Access); internet  
**Intermediate:** Photoshop, QuarkXpress y Adobe InDesign

## PROFESSIONAL EXPERIENCE

### HOTEL CHAINS

- September 2011 - present: Meliá Hotels International  
Web content writer for its hotels in Spain, Europe and America  
[www.melia.com](http://www.melia.com)
- SEO content writer for [www.melia.com](http://www.melia.com)

### MEDIA

- January 2011 - present: Who is Who Mallorca  
Director and founder of the website [www.whoiswhomallorca.es](http://www.whoiswhomallorca.es)
- January 2008 - December 2010: Gran Empresa Magazine  
Editor in chief and supervisor of the following magazine sections: economy, current affairs, business advice, automation, technology, health, international
- January 2009 - December 2010: Construma Magazine
- December 2005 - June 2006: [www.mallorcadiario.com](http://www.mallorcadiario.com)  
Writer and photographer for Grupo Preferente digital newspaper
- December 2005 - June 2006: [caribepreferente.com](http://caribepreferente.com)  
Coordinator of the Grupo Preferente's digital portal:  
[www.caribepreferente.com](http://www.caribepreferente.com)
- January 2005 - December 2005: Radio Balear  
News journalist. Since July, editor and newsreader. Broadcaster for music programmes and talk shows
- March 2005 - December 2006: El Mundo el Día de Baleares  
Contributor for the supplement section
- January 2005 - June 2005: Ciutat  
Coordinator of the free newspaper Ciutat (Palma and Calvia office)
- October 2004 - January 2005: Europa Press  
Journalism internship
- July 2004 - September 2004: Última Hora  
Journalism internship

## INTERESTS

- Experience working in a team in different countries and multicultural environments.
- Self-improvement, hard-working and dedicated
- Positive and constructive attitude
- Ability to learn and adapt; dynamic
- Driving license

### CORPORATE COMMUNICATION AND PRESS OFFICE

- April 2007 - November 2007: Sedin Baleares  
Journalist for the media communication and monitoring agency, Segured, for the Balearic Government (Sedin Baleares).
- June 2006 - March 2007: Balearic Blood and Tissue Bank  
Head of communication department at the Balearic Blood and Tissue Bank (Dirkom). Account manager.
- September 2003 - June 2004: NGO COOPERATION  
Head of communication for NGO COOPERATION. Account manager.

### EVENT MANAGEMENT

- June 2010: "First inter-company paddle tennis tournament"  
Organisation and head of communication.
- May 2010: "First conference about recycling, building and demolition in Majorca"  
Organisation and head of communication.
- April 2007 - June 2007: Communication management for the Children's Musical Fundraising Event "Annie"  
Organisation and head of communication.
- 2003: "International Communication conferences", University of Navarra.

## SKILLS

- Social Media Marketing & Comunicación 2.0
- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Strategic Planning
- Team management