



DOB 6/16/1981 Donostia-Spain



XABIER LIZARTZATEGI
BOOK : www.lizar.net

Master's in Marketing
 UPV National University (2012)
 Master's in Communication and Advertising
 Pompeu-Elisava University (2007)
 Master's in Design Education
 UPV National University (2005)
 Bachelor of Arts
 UPV National University (2004)

UX Design: International Culture Factors
 Tsinghua University (Beijing)
 SEO - SEM Online Marketing
 Donostia Marketing School
 Webmaster
 AREA Design School
 WEB HTML5 Programming
 AREA Design School
 Advanced Video Editing
 AREA Design School
 Advanced Photography
 Ebro School
 3D Studio Max
 AREA Design School

Actual
2019

Marketing Director / Smart Software / Boston, United States
 Marketing strategy, prospect generation, webmaster,
 creative campaigns, branding, events, content and social media
 Expanded online Prospect Generation by + 189% the first year

2018
2013

Digital Marketing Director / Figueras International/ Barcelona, Spain
 National Design Award winner
 Webmaster, SEO - SEM and digital strategy planner
 Online lead generation increased by 172% in 6 months
 New web and new brand architecture development

2013
2010

Creative Director / CH Graphic Works / Zarautz, Spain
 Advertising, publishing, press releases,
 email marketing, merchandising, photography, video,
 TV and social media manager

2010
2007

Marketing Manager / INGOU Advertising / Arrasate, Spain
 Project Manager, Creative and Webmaster
 Business Strategy + Online Sales Development
 Contract worker for Candy Hoover Group

2007

Web Design Teacher / MC Urola-Kosta , Gipuzkoa, Spain
 Digital communications teacher

2006

Creative Designer / PUBLIS NCM / Donostia, Spain

2005

Art direction, creative writing and video editing

2004

Art and Design professional

2002

"AK Architecture" and Koldobika Jauregi Companies

Graphic design, illustrations, photography and publishing



Spanish: Written and spoken fluently (Native language)
 English: Written and spoken fluently (Cambridge FCE)
 Basque: Written and spoken fluently (Native language)
 Italian : Basic writing competence and fluent speaking
 German: Basic ("A" grade at Heidelberg University)
 Catalan: Written and spoken fluently (A2 Level. European title)
 French: Basic competence (State foundation title)



Web Programming: HTML, HTML5, CSS, PHP, MYSQL
 Wordpress, Joomla, Dreamweaver, Marketing Automation
 SEO-SEM: Google, Webmaster Tools, Trends, Insight, Woorank
 Social media: Linkedin, Facebook, Youtube, Pinterest, Instagram
 Software: Hubspot, Indesign, Illustrator, Premiere, After Effects
 Photoshop, Audition, Prezi, 3D S.Max, Powerpoint, Excel



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Values

- Professionalism
- Leadership
- Integrity
- Teamwork
- Adaptability
- Creative
- Willingness to learn
- Motivation
- Planning
- Responsibility
- Loyalty
- Passion
- Self confidence

