


## Jorge González Zalakain

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### PROFESSIONAL EXPERIENCE

#### **Freelance writer/editor/translator**

**2015-PRESENT**

Working with clients on digital and social media contents, community management, marketing campaigns and translation & publishing projects:

- Be-up (Marta Romo; Pilar Jericó)
- Recarte & Fontenla Executive Search
- Clásicos y Reverentes (RTVE)
- Titanes sin Fronteras (RTVE)
- Sodexo BI
- Fluendo-Rift Analyst
- InPuzzle
- Ubiquis
- VIAX Corporate Language Solutions
- Mónica Galán Bravo
- Rubén Turienzo
- SIIS Centro de Estudios y Documentación

#### **PMP Management Factory**

**2002 - 2015**

#### **EDITOR SENIOR-PROJECTS CATALYST**

On charge of many projects for several clients:

##### • EDITORIAL PLANETA:

- **Harvard Deusto Business Review** (executive editor, 2002-2012).
- **Harvard Deusto Finanzas y Contabilidad** (executive editor, 2002-2010).
- **Harvard Deusto Márketing y Ventas** (writer and editor, 2002-2010).
- **Gestión de personas** (writer and editor, 2002-2010).

- **Fidelizar clientes** (writer and editor, 2002-2008).
- **Online Learning Courses** (2008-2013; content design, writing and managing production of 30 online master modules on marketing, finances, management, innovation, human resources, team management, digital marketing, etc.).
- **ACCENTURE:**
  - **Outlook** magazine in Spanish.
  - **Internal communications, newsletters and reports**, online and printed.
  - **Brochures and articles.**
  - **Researchs and reports.**
  - Support to marketing teams.
- **FUNDACIÓN DE LA INNOVACIÓN BANKINTER:**
  - **Future Trends Forum VI-XVII** report (managing editor for online and printed materials).
- **ASOCIACIÓN ESPAÑOLA DE CONSULTORÍA (AEC)**
- **TELEFÓNICA**
- **INSTITUTO DE EMPRESA**
- **HONDA**
- **REPSOL**
- **SPRI**
- **INNOBASQUE**
- **CONSORCIO DE INTELIGENCIA EMOCIONAL**

## FORMACIÓN

**Máster en Edición y Gestión Editorial.** Universidad de Deusto. 1998.

**Licenciado en Filología Hispánica.** Universidad de Deusto. 1997.

### Languages

Inglés: High level written and spoken.

## OTHER SKILLS

- Content strategy.
- Content marketing.
- Email marketing campaigns.
- Community management/Social media communications.