

Contact information

xablizar@gmail.com

+34 605488891 Europe

+1 6173010599 United States

d

www.lizar.net (Book)

Education

Master's degree, Marketing ·
(2010 - 2012) UPV /EHU - Bilbao
University.

**Master's degree, Advertising and
Communication** (2005 - 2006)
Pompeu Fabra -Barcelona.
University.

Master's degree, Professor.
Design and Pedagogy ·
(2004 - 2005) UPV /EHU - San
Sebastian. University.

**Bachelor of Arts (BA), Art, Design
and Audiovisual** · (1999 - 2004)
UPV /EHU - Bilbao. University.

Languages

English (Full Professional)

Spanish (Native or Bilingual)

Italian (Professional Working)

Euskera (Native or Bilingual)

Catalán (Full Professional)

Deutsch (Elementary)

Française (Elementary)

Xabier Lizartzategi

Marketing Director at Smart Software Inc
Barcelona, Spain (Boston, MA, US)



Introduction

I am an International award-winner Marketing Director, a strategic and conceptual leader with strong creative skills and experience across all channels. The brands I've worked for are present in buildings such as the White House in Washington D.C., The Tv Academy in Los Angeles, and The Philharmonie de Paris.

I manage fully integrated marketing teams to drive brand advertising campaigns aimed at enhancing both the corporate brand and company revenue. We use AI tools, lead databases, emails, online placement, events, webinars, videos, content features, SEO, promotions, social and web experience to achieve our goals.

The best recognition of my work has been the National Design Award, an internationally recognized honorary prize for companies in the use of design for innovation.

Experience

Smart Software Inc
Marketing Director
May 2019 - Present
Boston, Massachusetts, United States

We have expanded online Prospect Generation by + 189% the first year.
I manage fully integrated marketing teams and creative campaigns, web experience, AI tools, digital platforms, events, content features, social media, and product placement to enhance the brand experience and company revenue.

FIGUERAS INTERNATIONAL SEATING
Digital Marketing Director
July 2013 - December 2018 (5 years 6 months)
Barcelona, Catalonia, Spain

Webmaster, UX, SEO - SEM and Online Strategy Planner
Expanded online Lead Generation by 171% in 6 months
National Design Award winner

Main Skills

Marketing Strategy

Creativity and Multimedia

Leadership and Direction

Demand Generation

AI Tools and Performance

Teamwork - Integrity

Software as a Service (SaaS)

Creativity and Multimedia

B2B - Supply Chain

Certifications

CERTIFICATE: User Experience

(UX) Design: Tsinghua University

CERTIFICATE: Web Programming.

Area Business School.

CERTIFICATE: Multimedia -

AI Tools. Area Business School.

Honors-Awards

National Design Award.

King Felipe IV

Book

www.lizar.net

CH Graphic works

Creative Director

September 2010 - March 2013 (2 years 7 months)

Zarautz, Spain

Advertising, Publishing, Press Releases,
Email Marketing, Merchandising,

Photography, Video,

TV and Social Media Manager

Candy Hoover Group

INGOU - Marketing Manager

September 2007 - March 2010 (2 years 7 months)

Arrasate / Mondragón, Spain

Project Manager, Creative and Webmaster

Business Strategy + Online Sales Development

Contract worker for Candy Group

Urola Kostako Udal Elkartea

Web & Design Teacher

March 2007 - August 2007

Udarregi Ikastola + Urola Mankomunitatea / Digital communications Teacher

Graphic design, computer programming, photography, audio, and video
production.

Publis NCM

Creative Manager and Advertising

September 2002 - January 2007 (4 years 5 months)

San Sebastian, Spain

Art Direction, Graphic Design, Creative Writing and Video Editing.

2004 Koldobika Jauregi / Desing + Sculpture

2002 AK architecture / Graphic Design + Illustrations



*Xabier
Lizartzategi*