

ORIO MASFERRER GUTIÉRREZ

COPORATE COMMUNICATIONS & DIGITAL MARKETING MANAGER

ABOUT

Corporate Communications and Digital Marketing professional with extensive experience leading brand, communications, and digital growth strategies in the pharmaceutical and healthcare sector. Proven track record in strategic communications, internal and external communications, and digital marketing, with a strong focus on measurable business impact and brand governance.

WORK EXPERIENCE

RUBIÓ

Communications & Digital Manager | Sep 2022 - Actual| Barcelona, Spain

- Corporate communications, brand, and digital growth leadership across Rubió and its Business Units (Metabolomics, Nutraceuticals, Pharmaceuticals).
- Strategic Communications: Communication Plans (2023–2027); alignment of corporate narrative, brand positioning, and digital performance with business objectives.
- Internal Comms & Culture: Internal communications strategy; employer branding; ESG initiatives (+700h corporate volunteering); employee engagement and wellbeing; contribution to Great Place to Work certification; mentoring 1 team member.
- External & Crisis Comms: Corporate website, press, specialized media, landing pages and email marketing; crisis communications managed with external agency.
- Brand & Rebranding: Internal and external rebranding; brand guardian ensuring consistency, adoption, and cultural alignment.
- Digital & SEO: SEO ownership (laboratoriosrubio.com, Rubió Metabolomics); organic visibility 4,002→14,672, DA 26→34, backlinks 3,239→9,465, referring domains 333→767 (2022–2025).
- Content & Social: Content factory lead (graphic, visual, written); social media strategy and execution (LinkedIn core, Instagram, X); community growth 14k→31k (+16k).
- Growth & Demand: Full-funnel strategies (ABM, outbound, content, webinars, organic) generating qualified leads for Rubió Metabolomics.
- eCommerce & Performance: eCommerce growth +168% YoY (€155k→€416k) via performance-driven Growth Marketing (Google Ads); paid media for HCP platform Campus Rubió.
- Email & Engagement: Email marketing (newsletters to automations; +50% open rate, +7.8% CTR); support for All Hands and Town Halls.

OM MEDIA (WWW.ORIOLMASFERRERMEDIA.COM)

Communications & Digital Growth Consultant (external)

- Selected consultancy projects outside my full-time role to gain broader, diverse and enriching experience
- Project Management: Coordinated with agencies and stakeholders, optimizing project success.
- Content Strategy: Crafted original social media and content plans, and a website, aligned with strategic goals.
- Event Management: Led logistics and representation at international fairs, enhancing brand visibility.
- SEO Development: Generated SEO content that resonates with brand identity and client objectives.
- Digital Communications: Created digital content tailored to client needs and brand values.
- Former projects: ESADE Alumni, Ubik Media (Fundación "La Caixa")
- Current projects: Compass of the World, Digital Content Expert

FREELANCE

Freelance Journalist | Mar 2020- Nov 2022| Barcelona, Spain

- Journalistic Reporting: produced in-depth reports on social, cultural, and international issues.

BTV.CAT

Screenwriter in Sexual Revolution/Newswriter in Directe! Catalunya |Aug 2021 - Feb 2022| Barcelona, Spain

- Journalistic Production: Supported story development and content creation for Directe! Catalunya.
- Social Media Growth: Increased Sexual Revolution's Instagram following by 2,800+ in 1.5 months through content and strategy.
- Interview Preparation: Preparing and scheduling interviews for Sexual Revolution, including guest outreach and research.

REBOLD

Documentation Junior Specialist Monitoring | May 2020 - May 2021| Barcelona, Spain

- Efficiency: Enhanced project delivery under pressure and heavy loads of information management
- Media Monitoring: Performed clippings for IBEX 35 firms and multinationals.

AGENCIA EFE

Newswriter in Society| Sep 2019 - Feb 2020| Barcelona, Spain

- Journalism: Authored over 200 news pieces and 15 in-depth reports and interviews.
- Media Relations: Gained insights through extensive media conference participation.
- Crisis Writing: Excelled in high-pressure, accurate content production.
- Research & Content: Focused on investigation, verification, and content creation.

COSTA EST AUDIOVISUALS

Communications, Screenwriter, Second Assistant Cameraman| Jun 2019 - Oct 2019| Barcelona, Spain

- Teamwork: Contributed to "Escala Humana" S2 on La2 of the Corporación de Radio y Televisión Española
- Skill Advancement: Gained in broadcast writing and audiovisuals.

EDUCATION

EAE BUSINESS SCHOOL

Executive Development Programme in Digital Transformation |Oct 2024- Jun 2025| Barcelona, Spain

BARCELONA SCHOOL OF MANAGEMENT OF THE POMPEU FABRA UNIVERSITY

Master in Corporate and Strategic Communications

|Sep 2022- Jul 2023| Barcelona, Spain

BARCELONA SCHOOL OF MANAGEMENT OF THE POMPEU FABRA UNIVERSITY

M.A In Creative Writing

|Jan 2021 Sep 2021| Barcelona, Spain

COLUMBIA UNIVERSITY OF NEW YORK AND IL3 INSTITUTE OF THE UNIVERSITY OF BARCELONA

M.A: in Journalism BCN-NY

|Sep 2018- Dec 2019| Barcelona, Spain

AMSTERDAM UNIVERSITY COLLEGE

Erasmus Humanities Student

|Aug 2017- Feb 2018| Amsterdam, Netherlands

POMPEU FABRA UNIVERSITY

Bachelor In Humanities- Major in Modern and Contemporary Studies

|Sep 2013 - Jun 2018| Barcelona, Spain

ADDITIONAL EDUCATION

BLACKFORD CENTER

Diploma in Copywriting [coursing]| Ene 2025| Frome, United Kingdom (online)

VOLUNTEERING

VOLUNTEERING SOLUTIONS

Teacher Assistant at Maltiti Child Foundation| Mar 2012- Jun 2012| Tamale, Ghana



CONTACT

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PERSONAL SKILLS

Creative

Reliable and professional

Ability to work under pressure

Independent Thinker

Team player

Problem Solver

Fast learner

Proactive

PROFESSIONAL SKILLS

Strategical Communications

Creative, journalistic, corporate

writing, and copywriting

Traditional SEO & AI SEO & SEM

Market research

Adobe Lightroom, Premiere and

Photoshop, Canva

Hootsuite, Mailchimp, Semrush

Wordpress, GA4, GSC, GAds

Digital photography & Photo editing

Microsoft Office

AI-enabled, human-first marketing

Prompt Engineering

Project Management (Agile, Asana...)

LANGUAGES

Spanish- Native

English C2- Native

Catalan- Native

SOCIAL

Linkedin: [linkedin.com/in/oriol-masferrer-661b5711a/](https://www.linkedin.com/in/oriol-masferrer-661b5711a/)

Portfolio:

www.oriolmasferrermedia.com/portfolio