

# ORIOI MASFERRER GUTIÉRREZ

CORPORATE COMMUNICATIONS & DIGITAL MARKETING MANAGER

## ABOUT

Strategic corporate communications and digital marketing manager. Currently, leading internal/external communications and growth marketing across three Business Units (Metabolomics, Nutraceuticals, Pharmaceuticals). Specialized in building high-trust brands that function as high-velocity growth engines in the regulated pharmaceutical sector. For example, leading an enterprise-wide rebranding to enable aggressive market expansion. Proven track record of leveraging brand authority to drive full-funnel B2B/B2C marketing, resulting in +168% YoY ecommerce revenue growth and scaling SEO/GEO reach from 48,000 visits to +110,000 and 9.88M impressions

## WORK EXPERIENCE

LABORATORIOS RUBIÓ

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

- Corporate Leadership: Strategic leadership of corporate communications, brand, and digital marketing growth across Rubió and its Business Units (Metabolomics, Nutraceuticals, Pharmaceuticals).
- Strategic Communications: Design and execution of Strategic Communications Plans (2023–2027); alignment of corporate narrative, brand positioning, and digital performance with business objectives.
- Internal Comms & Culture: Internal communications strategy; employer branding; support for All Hands and Town Halls, ESG initiatives (+700h); employee engagement; contribution to Great Place to Work; people management (1 direct report).
- External & Crisis Comms: Corporate website, press, specialized media, landing pages and email marketing; crisis communications with external agency.
- Brand & Rebranding: Internal and external rebranding; brand guardian ensuring consistency, adoption, and cultural alignment leveraging media relations with tier 1 national media and specialised media to drive visibility.
- Digital & SEO: SEO ownership across corporate and BU websites; transformed laboratoriosrubio.com from avg. position ~12.3 to ~7 and scaled to 147K clicks / 9.88M impressions (2025); 687 referring domains / 3.3K backlinks.
- Content & Social: Content factory lead (graphic, visual, written); social strategy (LinkedIn, Instagram, X); community growth across all socials 14k→31k (+17k) with Rubió's LinkedIn as the core channel.
- Growth & Demand: Full-funnel strategies (ABM, outbound, content, webinars, organic) generating qualified leads for Rubió Metabolomics.
- eCommerce & Performance: +168% YoY revenue (€155k→€423k) via performance-driven Growth Marketing (Google Ads); ROAS 4.46, 6.409 conversions, €14.22 CPA.
- Email & Engagement: Email marketing (newsletters to automations; +50% open rate, +7.8% CTR)

OM MEDIA

Communications & Digital Growth Consultant (external) | May 2021 - Actual | Barcelona, Spain

- 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

MEDIA INTELLIGENCE & JOURNALISM EARLY CAREER FOUNDATION

Agencia EFE | Rebold | 8TV.CAT | RTVE | Jun 2019 - Nov 2022 | Barcelona, Spain

- Investigative Reporting (Freelance, Mar 2020 - Nov 2022 - 32 months): Produced in-depth reporting and investigative features on social, cultural, and international issues, maintaining a consistent presence in the media landscape alongside other role for El Salto, Diario62, Quimera, among others
- Multi-Platform Content & Growth (8TV.CAT, Aug 2021 - Feb 2022 - 7 months): Served as a newswriter for Directe! Catalunya while driving social media strategies that resulted in a 2,800+ follower increase in 1.5 months for Sexual Revolution.
- Corporate Reputation & Monitoring (Rebold, May 2020 - May 2021 - 12 months): Managed media intelligence and information flow for IBEX 35 firms and multinationals, ensuring accurate delivery of critical insights and clippings.
- Institutional Journalism (Agencia EFE, Oct 2019 - Feb 2020 - 6 months) Authored news pieces and investigative reports for the Society section, syndicated in Tier-1 outlets such as La Vanguardia, El Periódico, eldiario.es, and ABC, among others.
- Broadcast Writing (Costa Est / RTVE, Jun 2019 - Oct 2019 - 5 months): Contributed to the second season of "Escala Humana" on La 2, refining professional broadcast writing and high-end audiovisual production skills.

## 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

## PROFESSIONAL SKILLS

MY PROFESSIONAL SKILLS INCLUDE:

- Strategy & Trust Architecture: Strategic Communications (2023–27 Plans), Brand Governance, Crisis & Media Relations, Market Research.
- Growth Strategy & Digital Execution: Full-funnel Marketing Strategies in both B2B/B2C, SEO/GEO/AI-SEO, SEM (Google Ads), Social/Paid Social, Email Marketing & Automations, Content Marketing, Performance & Growth Marketing, ABM.
- Tech Stack & Innovation: AI-Enabled Marketing, Prompt Engineering, Vibe Coding, GA4, GSC, Semrush, Adobe Creative Suite, Canva, Mailchimp, Hootsuite, Asana, Lovable (internal tools), Mentions.so, Screaming Frog, Global Data, Apollo (Prospecting), La Growth Machine, among others.
- Executive Attributes: Stakeholder Management, Strategic Narrative Development, Crisis Resilience, Authentic Growth Marketing, Revenue engineering & performance ecosystem, Results-Obsession.

## 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

P: +34671174618

E: oriolgtrz@gmail.com

## LANGUAGES

Spanish- Native

English C2- Native

Catalan- Native

## SOCIAL

LinkedIn:

<https://www.linkedin.com/in/oriol-masferrer/>

Portfolio:

<https://www.oriolmasferrermedia.com/>

Access code: Contact me for portfolio password.