



PAU ROMERO

Product Manager &
Marketing Specialist

HOW TO REACH ME

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Location:

Barcelona, 08014

SKILLS SUMMARY

- Suite Microsoft Office
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Web Design (HTML/CSS)
- Social Media & Influencer MKT
- Communication Skills
- Facebook Ads
- CMS (Shopify + Wordpress)
- SEO & SEM
- Product Management (SCRUM)

LANGUAGES

- English
- Spanish
- Catalan

PERSONAL PROFILE

As a professional, I highly value the ability to deeply understand the problems we face during the day to be able to sketch solutions aiming directly to the expected KPI. As a team player I have initiative, empathy and teamwork spirit. As a person, I love Tech & Videogames and I am a really outgoing and optimistic guy.

EDUCATIONAL TRAINING

CFGS Marketing and Publicity

CEP Barcelona | 2019 - 2021

- Learned how to create Marketing campaigns, build briefings, set Paid Marketing among others...

CFGS Web Development

CEP Barcelona | 2017 - 2018

- Learned how to code main languages. (HYML/CSS/PHP/MySQL/Javascript).

CFGM Microsystems and Networking

IES Eugeni d'Ors | 2013 - 2015

- Learned hardware and local network management.
- Got an official CISCO Network certificate (CCNA Discovery)

CAREER SUMMARY

Product Manager Gamestry

Apr 2021 - Present

- Prioritize features based on both user and business value.
- Own and maintain the company's backlog and roadmap.
- Define product lifecycle.
- UX/UI Product thinking.
- Define functional needs.
- SCRUM Management.

eCommerce Manager / Head of Marketing

evolvegear.gg

Oct 2020 - Present

- Relations with Media & Influencers.
- eCommerce maintenance.
- Branding and PR.
- Marketing Strategies

Marketing Assistant

MSI UK

Dec 2020 - Apr 2021

- Managed product assets for upcoming product launches.
- Managed CMS website.
- Maintained contact mailboxes.

Marketing Specialist, Community Manager & Designer

MSI Iberia

Apr 2018 - Aug 2019

- Maximized brand presence on media channels.
- Maintained relationships with media and influencers.
- Cooperated with sales department to align sales and marketing strategies.
- Prepared and managed quarterly marketing budgets.
- Adapted assets content provided by HQ to be published on the Spanish market.