STRATEGIC MARKETING · OPERATIONS · DIGITAL PRODUCT

Strategy, operations and digital product for businesses.

More than 20 years in advertising and marketing, and eight in restaurant operations. Today I design and launch digital products —websites, internal tools and automations— connecting customer experience, processes and teams.

01 — EXPERIENCE

From strategy to operations, and from there to product.

2018 — PRESENT

Marketing Manager · Franchisee Office Staff

McDonald's · Madrid

Responsible for local marketing and operations across eight franchised McDonald's restaurants.

- Coordination of suppliers, invoicing, accounting support and operational incidents.
- Development of local campaigns and visual content.
- Process digitisation and reporting with Notion and Airtable.

2016 — 2017

Marketing Account Executive

Rock Sin Subtítulos Productions · London

Production of concerts and events for the Spanish community in London: artists, venues, logistics, permits, budgets and promotion.

2012 — 2013

Senior Account Executive

Social Noise · Madrid

Social media campaigns for Telva, Yo Dona and Ausonia, with results analysis, monthly reporting and budget management.

2009 — 2012

Account Executive Senior

entre3comunicación · Madrid

Institutional accounts and media planning across television, radio, press, out-of-home, digital and YouTube.

2008 — 2009

Account Executive Senior

Uncommon — Havas · Madrid

Account management for Movistar, IVECO and Snickers; coordination between client and agency to ensure deliveries and communication.

2007 — 2008

Executive Account Senior

RMG Connect · Madrid

Projects for Vodafone and P&G: strategy, presentations, budgets, invoicing, special activations and team coordination.

2007

Account Executive

Wunderman · Madrid

Strategy, campaigns and activations for Movistar in coordination with the creative department, including digital media, point of sale and trade marketing.

2003 — 2006

Account Executive Junior

Publicis · Madrid

Campaigns for Coca-Cola Light, Lancôme, Président and Alain Afflelou across television, radio, press, out-of-home, online and point of sale.

02 — EDUCATION

Continuous learning applied to business, design and technology.

IN PROGRESS

No-code Specialist

Nocodehackers · Digital product development

2025 — 2027

2024 — 2025	UX/UI Design	Memorisely
2022 — 2023	UX/UI Design	Nuclio Digital School
2014 — 2015	CAM Diploma in Digital Marketing	London School of Marketing
2010	Strategic Planning Boot Camp	Miami Ad School Madrid
2006 — 2007	Master's in Marketing and Communication	Formaselect
2000 — 2003	Higher Technical Diploma in Advertising and Public Relations	CEU

03 — SKILLS

Marketing, operations and digital product.

01	Strategy and marketing	Planning · Campaigns · Content · Media · Brand
02	Operations and work systems	Processes · Suppliers · Budgets · Reporting · Team coordination
03	Digital product and user experience	UX/UI · Research · Prototyping · Design systems
04	No-code, automation and AI	Tool integration · Automation · Functional prototyping · Generative AI
05	Product and systems tools	Figma · Framer · Webflow · Airtable · Notion · Make · Supabase · GitHub · Claude Code · Codex
06	Visual design and creation	Photoshop · Illustrator · Runway (basic level) · Krea (basic level)
07	Languages	Spanish — native · English — full professional proficiency · French — full professional proficiency

04 — SELECTION

Projects you can open and touch.

TOOL / OPERATIONS

LuzNorte

A no-code tool that turns supplier PDFs into customer quotes and reduces preparation time from nearly an hour to around ten minutes.

meryvillena.com/generador-de-presupuestos/index.html

PRODUCT EXPLORATION

Spotify Now Playing

A product exploration for discovering clubs through the music playing in them.

meryvillena.com/spotify/index.html

PORTFOLIO / SYSTEM

MVM Maison

A portfolio conceived as a navigation system and a product demonstration.

meryvillena.com

05 — CONTACT

Which process, service or experience in your business needs better design?

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