PABLO
RODRÍGUEZ



Social Media Manager · Sports Marketing

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Location: Tenerife · Open to relocation and remote work
Cover letter · **Portfolio ES** · **Portfolio EN**

PROFILE

I work in social media and digital marketing, with experience at Orenes Grupo, FECOD and Mental Gaming. My work includes content planning, campaigns and analysing results. Sport has been part of my life since childhood: I am a qualified coach and have over 10 years of experience coaching and analysing competitive teams. I learn by doing and like finding ways to improve.

21M	+575%	1M+	10+
VERSUS impressions in 2024 (+143%)	VERSUS interactions in 2024	FECOD preseason impressions	years in competitive sport

MARKETING EXPERIENCE

2023 – 2026

Content Marketing Specialist · Social Media

Orenes Grupo · VERSUS, Yaass Casino, WINNDER and Gamersfy

- For VERSUS, I aimed to build visibility and conversation through sports news, memes and original ideas. I wrote copy and briefs for Design, tested approaches and adjusted content using Meta Business and X insights. I combined organic content with short paid social campaigns, tracking spend in my own Excel sheet: this was my approach behind the 2024 and 2025 results.
- **VERSUS 2024:** 21M impressions (+143%) and 106K interactions (+575%) compared with 2023, with a reported engagement figure of 4.88.
- **VERSUS 2025:** 194,022 interactions and 12,022,051 impressions. Net community growth: +1,394. Engagement: 16.14 interactions per 1,000 impressions. Figures compiled manually from Meta Business and X insights.
- In my final months at Orenes (2026), I began managing part of the paid social budget under Performance and Branding supervision, including campaigns with Mediapro content clips. I also managed landing-page content and Salesforce emails and analysed performance.

2025 – 2026

Social Media Manager

FECOD · Spanish Call of Duty Federation

- Teasers and videos ahead of the Draft to spark curiosity and introduce Spanish competitive Call of Duty to new players.
- Ideas, copy and briefs for Design, coordination of the posting schedule and publishing. A collaborative campaign with influencers, with no advertising spend or payments for their participation.
- **Entire preseason: +1M impressions and +62K interactions, with the biggest peak during the Draft.**

2022 – 2023

Marketing Manager

Mental Gaming

- Managed the brand's social media and marketing activities.

SPORTS EXPERIENCE

10+ years

Coach and Performance Analyst · Esports

Esports

- Prepared teams for competitions, analysed performance and opponents, and coached teams competing at a high national level.

Events

Event Organisation

eSport Talent Canarias

- Helped set up and organise public esports events at Alisios Shopping Centre in Gran Canaria.

Club sport

Sports Coach and Badminton Referee

Federated sport

- Coached athletics, football and beach volleyball, and officiated badminton matches.

EDUCATION AND TRAINING

Marketing

Digital Marketing Specialist · EuroCampus Formación

Online Reputation Management (COMM085PO) · Official training · 180 hours

Community Manager · Community of Madrid · 60 hours

Foundations of Digital Marketing and E-commerce · Google / Coursera

Social Media Marketing · Domestika

Sport

Athletics Coaching · Sports Technician qualification

Football Coaching · Level 1 · Sports Technician qualification

Beach Volleyball Coaching · Level 1 · Federation qualification

Badminton Refereeing · Level 1 · Federation qualification

SKILLS AND TOOLS

Skills

- Content strategy and planning
- Social media and community management
- Paid campaigns on Meta, X and TikTok
- Performance analysis and reporting
- Email marketing (Salesforce)
- Content SEO and landing pages
- Sports marketing and events
- Leadership and team management

Tools

- Design and video: Canva, Photoshop, Illustrator, Figma, CapCut
- Social media and ads: Metricool, Meta Ads, X Ads, Easypromos
- SEO and web: Semrush, WordPress, Strapi
- Email and CRM: Salesforce
- Productivity: Google Workspace, Microsoft Office
- Generative AI

LANGUAGES AND BACKGROUND

Languages

Spanish · Native

English · Professional proficiency

How I work

I pick things up quickly, work well in a team and look for ways to improve.

Sports background

I have competed in club sports since childhood and won regional athletics titles. I now play volleyball recreationally.