



# Pablo CALERO

Head of Publisher Development  
Southern Europe & Latin America  
@ The Moneytizer

## CONTACT

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Born in Málaga, Spain  
10 October 1987  
Living in Paris, France

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## EDUCATION

### MASTER IN SOCIAL MEDIA MANAGEMENT

Social Media School, Málaga, Spain  
2010

### GRADUATE IN JOURNALISM

Faculty of Communication Sciences,  
University of Malaga, Spain  
2005 – 2009

## LANGUAGES

- ✓ Spanish: Mother tongue
- ✓ French: Fluent
- ✓ English: Fluent

## INTERESTS

- ✓ Flamenco dancing
- ✓ Sports
- ✓ Creative writing

## PROFESSIONAL EXPERIENCE

### THE MONEYTIZER | Head of Publisher Development Southern Europe & Latin America

June 2017 – today, Paris, France

**Responsibilities:** development of the advertising platform in Spain, Italy, Portugal and Latin America; head of communications for the company and strategic country communication in the regions I manage; defining campaigns to generate leads and reach country targets; administering budgets and establishing partnerships with external stakeholders; managing a team of 5 colleagues.

### ADOPTTE UN MEC | Social Media, Marketing & Communications Manager for Spain

September 2016 – March 2017, Paris, France

**Responsibilities:** implementation of the country strategy for the Spanish market; defining marketing campaigns to reach targets for the Spanish market; forging partnerships with brands; supervision of actions in the area of strategic communication; preparation of press material; supporting events.

### PROAMAGNA TV Production | Head of Communications

October 2015 - May 2016, Sevilla, Spain

**Responsibilities:** managing communications for various leading Spanish TV shows (TVE); development of social media strategy to promote new television formats; supervision of global communications to raise awareness on the company's activities; creation of online and offline communication material; co-ordination of social media networks.

### FLAMENCO NAU | Head of Communications

February 2014 - April 2015, Madrid, Spain

**Responsibilities:** development of marketing and branding strategy for the company; supervision of global communications; marketing campaign-related communication for events and flamenco shows; marketing campaigns for artists and dance troupes.

### MÁLAGA PROVINCIAL COUNCIL | Social Media Strategist

October 2011 - October 2013, Málaga, Spain

**Responsibilities:** development of social media strategy; implementation, monitoring and evaluation of strategy to ensure on-target and coherent institutional messages across media channels; website edition and management; content development for social media; employee support and training on media issues; regular impact analysis reports.

### MÁLAGA PORT AUTHORITY | Social Media Strategist

December 2010 - February 2015, Málaga, Spain

**Responsibilities:** development of social media strategy for the city's maritime port (first Spanish port to develop a social media strategy); manage the presence and position of the port in the social media; prepare impact analysis reports.

### PRESS, RADIO & TV | Journalist

January 2008 - September 2010, Málaga, Spain

**Responsibilities:** journalist and reporter in different media (Cadena Ser Radio, Localia Televisión, EFE press agency and La Opinión de Málaga newspaper); writing and broadcasting, as well as preparing reports and programmes on different subjects.