



# Pablo CALERO

Customer Success | Business  
Development | Copywriting |  
Communications

## CONTACT

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

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## EDUCATION

### MASTER IN CREATIVE WRITING

Hotel Kafka, Madrid, Spain  
2021-2022

### 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
- ✓ Italian: Beginner

## INTERESTS

- ✓ Sports
- ✓ Creative writing
- ✓ Flamenco

## PROFESSIONAL EXPERIENCE

### THE MONEYTIZER | Head of Customer Success

- | Head of Publisher Development Southern Europe & Latin America
- | Head of Publisher Development Spain & Latin America
- | Account Manager Spain

June 2017 – August 2022, Paris, France

**Responsibilities:** As a **Country Launcher**, development of the platform in Spain from scratch (then in Italy, Portugal, Latin America and United States); research the needs of potential customers and find out the product-market fit in Spain and the rest of countries; generating the pipeline by cold calling, emailing, working network, sourcing referrals, attending conferences and being responsible for the sales cycle from A to Z; establishing relationships with high-level actors; delivering product demos and organising trainings to reach new customers; managing the deployment, adoption and support of the first clients; working with all the teams at the company (marketing, developers...); **head of communications** for the company and strategic country communication in the regions I manage. As the **Head of Customer Success**, defining the vision and building the Customer Success playbook; setting tools and processes to develop relationship with customers.

### ADOPTÉ 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.

### INDEPENDENT CONSULTANT | Communications manager, Social Media manager, Copywriter, Lecturer

September 2010 – October 2015, Málaga, Spain

**Responsibilities: Communications manager.** Led the online & offline communication of various companies: communication materials, PR, media activity reports, internal communications protocols, support and strategic advice. **Social media manager.** Developed the social media strategy for Malaga's Provincial Council and Malaga's Port Authority, which I could then implement, monitor and evaluate. I provided consultancy services, strategic advice and staff training. **Copywriter.** I created and implemented the content strategy of several digital projects (SEO articles, social media posts, emailing, newsletters, paid media ads...). **Trainings.** Lecturer at the Andalusian Institute of Public Administration, where I taught different courses and conferences on the application of new social media in the public sphere.

### 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.