



Jone Orobio

MARKETING AND ADVERTISING

ABOUT ME

I am a marketing and advertising student. I consider myself an empathetic person and I am able to quickly build trust, which means I can help clients with whatever they need. I manage social media and any area involving digital marketing to improve positioning or humanise the brand.

PERSONAL INFORMATION

 orobiojone@gmail.com

 Instagram

 LinkedIn

 Web

LANGUAGES

- Castellano (Native)
- Euskera (B2 level)
- Inglés (B1 level)

ACADEMIC BACKGROUND

Higher Degree in Marketing and Advertising

- Harrobia ikastola FP: 2025- still doing

Post-Compulsory Secondary Education

- Zorrotza ikastola: 2023-2025

SKILLS

- Social media strategy and management
- Email marketing campaign management
- SEO strategy
- Agile methodologies: Kanban
- Market research development and analysis
- Sales process management (quotes, delivery notes, invoices, etc.)

MARKETING SOFTWARE INSIGHTS

- Mailchimp
- Meta Ads
- Google Ads
- Wordpress, Divi.
- Figma
- Power point
- Screaming Frog
- Semrush
- Excel