

Pablo Aznar Martínez

Marketing · Presentation Design · Branding and Content

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Comms and visual content creator with a background in presentation design, branding, digital content and marketing strategy. My experience as an entrepreneur/freelancer has taken me from initial briefs through to finished deliverables, creating visual assets for different audiences and channels. I combine strong visual judgement with structured thinking, attention to detail and hands-on experience with AI tools. I'm comfortable working autonomously, adapting messages and turning ideas into clear, engaging content.



Experience

Aplus Class · Partner – Presentation Design & Marketing

Madrid · Jan. 2023 – Present

- Co-founded and developed a project focused on custom presentations design for startups and professionals, managing the full creative process, from conceptualization to final delivery.
- Delivered 30+ corporate projects and commercialized 300+ digital templates, translating ideas and complex information into clear, visually engaging presentations.
- Managed client relationships and end-to-end project execution, coordinating revisions, deadlines, deliverables, and expectations.
- Grew the brand's digital presence, achieving 9.4M+ views and 525K+ likes on TikTok, 225K+ views and 6,600 watch hours on YouTube, and 70K+ followers across social media.
- Developed and maintained the website (aplustclass.es), aligning visual design, content, and digital experience.

All American Education · Marketing & Strategy Assistant

Madrid · Feb. 2025 – Jun. 2025 | Feb. 2026 – Present

- Contributed to the definition and execution of marketing strategies and brand positioning initiatives.
- Managed social media advertising campaigns using Meta Ads Manager, monitoring and optimizing performance.
- Created and adapted visual pieces of content and comms materials for different projects and audiences.
- Development and update of brand identity and its ongoing application across communication assets.
- Contributed to process improvements aimed at making internal workflows more efficient using Make.

Education

ThePowerMBA · Master in Digital Marketing

Madrid · Oct. 2025 – Aug. 2026

- Practical training focused on marketing strategy, acquisition, growth, and digital business models.

Universidad Carlos III de Madrid · Bachelor's Degree in Management & Technology

Madrid · Sep. 2021 – Sep. 2025

- Multidisciplinary training in business administration and technology, including marketing, strategy, programming, data, and systems.
- Winner of the Digital Entrepreneurship Final Challenge (2023/24).
- Strong academic performance in key areas: Strategic Management (9.6), E-branding (9.6), Advanced Spreadsheets (9.5), Big Data (9.3), UX/UI Design (9.2), AI in Business (9.1).

Skills

Hard Skills

- Comms & Content: Copywriting & Storytelling · Content Creation · Social Media · Presentation Design
- Audiovisual: Adobe (Photoshop, Premiere, Illustrator) [Intermediate] · Canva · CapCut · Photography · Visual Layout · Video Editing
- Tools: Generative AI · AI-assisted Content Creation · WordPress · Microsoft Office 365
- Marketing: Digital Strategy · Brand Development · Campaign Management · Ads

Soft Skills & Additional Info

- Skills: Strategic thinking · Prioritization · Analytical skills · Attention to detail · Adaptability · Team collaboration
- Languages: Spanish (native) · English (fluent – academic & professional use)
- Interests: Entrepreneurship · Business · New technologies · Financial Markets & Digital Assets · Motorsports
- Others: Driving license