



Marta Samper

Digital marketing specialist with extensive experience in strategy, planning and activation

📍 London, UK

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Languages

Spanish (Fluent)

Italian (Fluent)

English (Fluent)

French (Basic)

About

ABOUT I currently lead the off-site SEO strategies at Dentsu X, where my main client is Jaguar Land Rover LTD, I manage the relationship with PR clients across 18 markets worldwide, supporting brand partnership activations and lifestyle campaigns. I have great time management skills and an eye for details. My passion is bringing brands to life through experiences that really resonate with target audiences.

BRANDS WORKED WITH

Dentsu (Jaguar Land Rover)

Milano Erasmus

Nexus Notes LTD

Experience

● MARKETING AND BRAND ADVISOR

Nexus Notes LTD | Sep 2022 - Now

● Global Digital PR Manager

Dentsu (Jaguar Land Rover) | Jul 2021 - Now

- Built Digital PR team
- Lead off-site SEO projects and Digital PR campaigns for Global clients (JLR, Pandora, Galderma, Eni, and more)
- Managed relationship with PR & Brand teams client side
- Run partnerships activations (Jaguar Attitude, Land Rover Rugby among others)
- Conducted backlink audits and competitor analysis
- Skills: Campaign management, client relations, PR, partnerships.

● Co-Founder

Milano Erasmus | Sep 2016 - Feb 2018

- Created an events company for international students
- Planned and activated weekly events that attracted +1000 students in Milan
- Managed acquisition workstream (digital and off-line)
- Skills: Partnerships, sales, events, communications.