

SKILLS

Graphic Design: Branding, identity, digital and print advertising, packaging.

UX/UI: Responsive web design, user-centered design, research, wireframes, prototyping, visual design, analytics, iteration.

Web Development: HTML, CSS, CMS.

Digital Marketing: Inbound content marketing, email marketing & automation, copywriting, SEO.

Management: Project and workflow supervision, process optimization, communication with teams, vendors, and clients.

Languages: Spanish (native), Catalan (native), English (fluent).

TOOLS

Design: Adobe Creative Suite, Figma, Blender 3D

Marketing & Automation: SEMrush, ActiveCampaign

Web Development: HTML, CSS, WordPress, Elementor, WooCommerce

Management: Monday, Trello, Slack

AI: ChatGPT, Midjourney, Google AI Studio, Adobe Firefly

EDUCATION

Continuous self-taught learning since 2003. Recent certifications:

META Social Media Marketing Certificate

META - 2025 (In progress)

Google UX Design Certificate

Google LLC - 2025 (In progress)

Google Analytics Certificate

Skillshop - 2025

Google Digital Marketing & E-commerce Certificate

Google LLC - 2025

Hubspot Digital Marketing Certificate

Hubspot Academy - 2025



MARC VIRGILI

Multidisciplinary Digital Designer



www.marcvirgili.net



(+34) 679 788 966



marc@marcvirgili.net



/marcvirgiliserra

PROFILE

Digital designer with over 20 years of experience and a multidisciplinary profile, combining design, UX/UI, digital marketing, web development, and strategy. My career spans advertising and marketing agencies, freelance projects, and in-house positions, giving me a broad perspective on processes, a strong ability to adapt, and a commitment to continuous learning in new areas, trends, tools, and methodologies.

EXPERIENCE

July 2019 – Present

Pompeia Life® - Design & Digital Marketing Lead

- Leadership of the design and digital marketing area, managing brand identity and digital strategy.
- Design of digital and print advertising assets.
- Website redesign, development, maintenance, and SEO.
- Implementation of 3D and AI workflows, optimizing production of visual and written assets.
- Management of the digital marketing calendar and sales campaigns for the brand's e-commerce.
- Comprehensive management of the email marketing channel, including design, copywriting, segmentation, automation, and A/B testing.
- Content generation for inbound marketing strategies.
- Design and improvement of internal workflows and task management systems.
- Direct liaison with clients, suppliers, and senior management.

October 2011 – Present

Freelance - Digital designer

- Comprehensive project management for independent clients, including graphic design, web design, UX/UI, WordPress development, and on-page SEO.
- Highlighted project: Branding, web design, development, and on-page SEO for Físio Ocular: www.fisioocular.com

2004 - 2011

Previous experience

- Digital designer in Spanish agencies and studios such as Binaria Agencia Interactiva, Herraiz Soto & Co., Elogia and Tribal DDB.
- Key clients: Orange, Amadeus IT Group, BMW, Mahou, Volkswagen, Sony Ericsson, Heineken, Clinique, Estée Lauder.