

Curriculum Vitae

Vicente Montiel Molina

Social Media Manager

Fuengirola (Málaga)

Birthday: 1968, September 14th

Civil status: married



PERSONAL PROFILE

Born in Alicante and living in Málaga, professional in IT sector since 1985 and performing most of my career linked to prestigious multinationals, currently my professional profile is oriented towards new education and Social Media.

I am University expert in eLearning from the Complutense University of Madrid. I have founded Tabarca Consulting, a company based in Social Media Management. I am associate professor at Spanish UNED in its "Master de Redes Sociales y Aprendizaje Digital" and various courses about Social Networking. I am professor in the "Master Propio en Marketing Online y Estrategias de Social Media" at the University of Granada. And I am as well teacher of "Comunicación Empresarial 2.0" at the University of Malaga and collaborator in various educational institutions.

Currently I am part of the team coordinating the ECO Project - implementation of "Massive Open Online Courses" (MOOCs) - funded by the European Commission, and responsible for international marketing and commercialization.

CONTACT AND SOCIAL MEDIA

Phone	(+34) 687 658345
Email	vmontiel@tabarcaconsulting.com
Blog	http://vicentemontiel.com
Linkedin	https://www.linkedin.com/in/vicentemontiel
Facebook	https://www.facebook.com/vicentmym
Twitter	https://twitter.com/MontielVicente


ACADEMIC PROFILE

University Level	University of Alicante (1986-1989) Technical Engineering in Computer Management
	UNED (2014-2015) Degree in Information Technology Engineering
	Complutense University of Madrid (2007-2008) Universitary expert in "Management of e-Learning Projects"

LANGUAGES

English	Top graduated by the Official School of Languages of Murcia (2005)
Valenciano / Catalán	Conversational level.

COMPLEMENTARY EDUCATION AND CERTIFICATIONS

Dec'2013	Certified Professional , Hootsuite University	
July 2011	Workshop Facebook&Twitter Marketing – Advertising and Marketing in FB & Twitter . Sponsored by Amiando and conducted by Michele lo Forte.	
Feb-Mar07	Course Marketing, Corporate branding and Company Communication Sponsored by CROEM (Murcia) and conducted by "Equipo Siete Consultores" (40h)	
Feb-Mar07	Course How to improve the customer service and support Sponsored by CROEM (Murcia) and conducted by "Equipo Siete Consultores" (30h)	

PROFESSIONAL EXPERIENCE. SOCIAL MEDIA PROFILE.

Feb'14-Present days: European Project ECO www.ecolearning.eu

- ECO Project, led by UNED and funded by the European Commission, is a consortium of 24 European universities and SMEs that are implementing the new European MOOC model with 2020 horizon (social MOOC or sMOOC), focused on helping teachers and students to develop and use these new educational technologies merged with social media resources.
- Responsibilities:
 - Membership of overall project coordination
 - Strategist in 2.0 communication.
 - Responsible for project internationalization.
 - Pedagogical coordinator at [sMOOC "Estrategia en la gestión de comunidades Online. El Community Manager"](#)



Dec'11-Present days: UNED University www.uned.es

- As associate professor:
 - **Master in Social Networks and Digital Learning**, subjects "Social Media Networks" and "OnLine Reputation".
- As speaker:
 - 2012 July. Summer course "**Social Networks and Digital Learning**" in Barco de Avila.
 - 2012 December. Course "**Learning and teaching with Social Networks**" in Vitoria-Gasteiz.
 - 2013 July. Summer course "**2.0 Jobs**" in Baza (Granada)
 - 2014 July. Summer course "**2.0 Professionals**" in Baza (Granada)

Nov'14-Present days: University of Granada

- [Master in Marketing Online and Social Media \(MOSM\)](#)
- Professor in subject "Social Media Strategies"

Nov'14-Present days: Universidad of Malaga

- Faculty of Economics and Business
- Professor in subject "The new 2.0 business communication"

Nov'12-Present days: Chamber of Commerce (Málaga)

- Professor in ["Expert course in Marketing Online and Social Networks"](#)

Nov'13- Present days: Professor and speaker in several institutions

- Andalucía Lab. ["The new 2.0 professionals. The Community Manager"](#)
- BIC Euronova. Several [courses and conferences](#)

Dec'11-Present days: Tabarca Consulting www.tabarcaconsulting.com

- Founder and Chief Consultant.

Aug'13-Jan'15: Portal Tilbuy.com www.tilbuy.com

- Shopping website based in inverse auctions, where buyers post their needs in a new auction. Sellers can bid downward and get the sale in equal conditions.
- Functions: General Manager

Oct'11-Jul'12: Marbella University www.marbellauniversity.com

- Professor of Business Comm. and Public Comm. Programs for Bachelor and MBA students.
- Professor of Advanced IT for Business Programs for Bachelor and MBA students.

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May'09-Mar'12: Unión Progreso y Democracia (UPyD)

- Responsible for UPyD campaign in Andalusia, in charge of Facebook and Twitter accounts of the candidate for regional elections (March 2012)
- Responsible for UPyD campaign in Malaga, leading the team of Communication and Social Media campaign for general elections on November 20, 2011
- Responsible UPyD campaign in Malaga, leading the team of Communication and Social Media campaign for municipal elections of May 22, 2011
- Responsible for Communications and Social Media strategy of the UPyD Board in Malaga until November 2011

COMMUNICATIONS AND CONFERENCES

- **2015 August.** Speaker at "**Congreso Iberoamericano de aprendizaje mediado por tecnología (CIAMTE)**" held in Mexico, with the conference "La importancia de la reputación en las comunidades online"
- **2015 January.** Speaker at "**Jornada I Open on Monday**" held by ESIC Málaga, with the conference "¿Qué es la Reputación Online?".
- **2014 September.** Speaker at the formative days of **Red BECREA (Junta de Andalucía)**, with the conference "Redes Sociales. Estar... y estar bien!"
- **2014 July.** Speaker at **IAMCR2014 Congress** held in Hyderabad (India) presenting the european project ECO.
- **2014 July.** Speaker at "**Solnetworking**" held in Torremolinos (Málaga), with the conference "Reputación 2.0. El nuevo individuo digital"
- **2014 May and July.** Conference series at **BIC Euronova** in Málaga: "Curación de Contenidos", "Estrategias para una buena presencia en Redes Sociales" and "Claves para incrementar tu reputación en Redes Sociales"
- **2014 April.** Speaker in several degrees at **Louisville University (Panama)**.
- **2013 July.** Speaker at "**Jornadas Benemplea 2.0**", with the conference "Redes Sociales y marca personal"
- **2013 June.** Speaker at "**SEOnthebeach Congress**", with the conference "El Content Curator y la Comunicación 2.0"
- **2013 April.** Member of the Scientific Committee at "**Simposio posicionamiento SEO-SEM**" held by FORMAN in Malaga.
- **2012 September.** Speaker at **2º Congreso de Marketing Online y Comunicación 2.0 #ActitudSocial**, with the conference "El Content Curator y la Comunicación 2.0"
- **2012 May.** Speaker at **Jornada SEDISA** with the conference "Salud 2.0. Las redes sociales como herramientas en la divulgación y comunicación en Sanidad"

Some of the slides used in the conferences are available in [my Slideshare account](#)

PROFESSIONAL EXPERIENCE. IT PROFILE

Jan'06-Oct'10: STACKS – CEGEDIM Group www.stacks.es www.cegedim.com

- From January 2006 to June 2007 → Sales Manager in Levante region
- From July 2007 to October 2010 → Director of Andalusia Delegation.
- From June 2009 to October 2010 → Sales Manager in Asturias, Cantabria and Pais Vasco.

Nov'04-Dec'05: SOFTWARE AG www.softwareag.es

- Account Manager
- Key Accounts and Government, delegation based in Murcia, and commercial responsibility in the provinces of Murcia and Alicante

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Mar'04-Oct'04: GRUPO CESSER

- Account Manager
- Key Accounts and Government, delegation based in Murcia, and commercial responsibility in the provinces of Murcia and Alicante

Sep'00-Feb'04: ACK c.i.s., S.L.

- Director.

May'99-Aug'00: EUROVALORACIONES Group www.euroval.com

- Director of Information Technology, forming part of the Group's management staff with direct responsibility in the areas of management development and recruitment.

Feb'93-Apr'99: BURTON, S.L.

- Co-founder and Technical Director, leading the development area and coordinator of implementation departments and customer service.

Mar'92-Oct'92: TEYSER, S.L.

- Commercial delegate responsible for the management of large accounts in Murcia in the agrifood industry.

Jun'89-Mar'92: MOLINES Group www.grupomolines.es

- Director of Informatics, with direct responsibility in the areas of management development, presales support to the sales department, supplier management and customer support.

Feb'85-May'89: LOOPSA Group www.loopsa.com

- Analyst-Programmer for OASIS and UNIX systems in COBOL and BASIC languages with Informix databases.

REFERENCES

- Certified Professional, Hootsuite University: <https://learn.hootsuite.com/u/VicenteMontiel>
- sMOOC "Estrategia en la gestión de comunidades Online. El Community Manager": <https://hub8.ecolearning.eu/course/estrategia-en-la-gestion-de-comunidades-online-el/>
- Master in Social Networks and Digital Learning: <http://www.masterredesuned.com/>
- Summer course "2.0 Professionals" in Baza (Granada): <https://www.flickr.com/photos/vicentemontiel/albums/72157645277184809>
- Master in Marketing Online and Social Media (MOSM): <http://mastermosm.es/profesores/>
- "Expert course in Marketing Online and Social Networks": <http://cemors.com/profesorado-2/>
- Andalucía Lab. "The new 2.0 professionals. The Community Manager": <http://www.andalucialab.org/eventos/las-nuevas-profesiones-2-0-el-community-manager-4-sesiones-de-tarde/>
- BIC Euronova. Several courses and conferences: <http://www.bic.es/busqueda/vicente%20montiel/eventos>
- My Slideshare account: <http://es.slideshare.net/vmontielm40>

Málaga, 2015 October 1st

