

# Teresa Canive,

## Inbound Marketing

Contemporary

Inbound Marketing



### Skyrocketing Demand for Inbound Marketing Pros Fuels Job Growth

International, 10/50. Companies need to increase their visibility on the network. More and more professionals specialize in digital strategies. New positions are born and professionals like Teresa Canive are transformed. Creativity becomes an essential requirement for the vast majority of corporations, willing to go one step ahead in their sector of activity.

### Innovation and Resilience, the Engines of the Digital Age

**Teresa Canive** (11/09/1987) is a journalist with more than ten years of experience in the media and digital. After a first stage working in digital press and radio, she opted for Digital Marketing. She specialized in Lead Generation and Digital Content Management. Her creative abilities stand out, harmonized by a great capacity for organization and a high vocation for service. Innovation and resilience characterize a professional who is always generating new ideas and her own initiative.

### Companies Claim Prior Media Experience

#### Search of Interest in the User or Potential Client

Many companies demand professionals with media experience. The main reason lies in the constant search for quality content, in order to arouse the interest of the potential customer.

#### Journalists Improve Their Strategic Vision

This job transformation affects the skills of many professionals. The group of journalists sees it necessary to orient their vision to business strategy, and not only to attract new readers.

#### Google Rules: Journalism Goes to the World of SEO

Google's rules conform to business visibility strategies. SEO and SEM are the leading agents in many Communication plans. If Google doesn't find you, you don't exist.

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## **Companies**

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WORK EXPERIENCE IN MEDIA

# **Journalist Teresa Canive is Consolidated in the Digital World**

Since her university stage, the communicator has been linked to the professional world as soon as she reached her majority. She ranged from documentary maker in *El País* to Marketing Director of a tech company. A work experience specialized in digital strategic content.

Text: Teresa Canive

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**Madrid & Italy, 2007-2010.** Teresa Canive, current Director of Communication of the Sinnaps technology company, began to guide her professional career in the digital field thanks to her work for Intime Magazine, Diario AS and Siqme-Movistar. Marketing came to her after being thoroughly employed at BetVictor, 360 Talent and Sinnaps.

### **Learning From The Best**

The journalist learned from the best professionals. She began her career in the media, after graduating in Documentation from the UCM. From 2007 to 2009, she performed archival functions in the photographic department of *El País*. A period that she went through interspersed.

During her experience in this prestigious newspaper, Teresa Canive was awarded an Erasmus scholarship to study in Italy. On her return, *El País* continued to keep her position, this time in the literary archive, where she learned how to make in-depth research. Teresa was used to give these folders to the journalists of *El País*. The base to publish quality reports.



### **The Ibex 35 Counted Through the Microphone**

His work in the COPE radio studios was essential. Teresa Canive learned what immediacy, direct, economy in figures and working hours of authentic journalists mean.

In Gestiona Radio, she collaborated in its news programs, stock exchanges, social gatherings and economic reports, as well as in the production of several radio programs. *"Every journalist should experience radio work at least once. Your passion for this medium is only given by the tickling in your stomach before entering the studio, and the satisfaction when closing the microphone"*, says the journalist, recalling her radio stage in 2010, the year in which she also covered the exciting World Cup of Soccer of South Africa.

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## Sports

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**Madrid, 2011-2012.** Sports journalism is experiencing a golden age in terms of audience. Since the Spanish National Team won the 2010 Soccer World Cup, the sports section is one of the most cared for in the different newsrooms. Teresa Canive was able to verify this during 2011 and 2012, a period in which she finished her degree in Audiovisual Communication at the UCM and was part of Diario AS, in its digital version. A stage in which she worked in front of the table of journalists such as Juanma Trueba and Luis Nieto, both Deputy Directors at AS.

Then, she knew what the chronicles of professional matches, the interviews with athletes and the live broadcasts were. *"I will never forget my first broadcast. It was a handball match in which the Russian team played, with the volume of goals that this type of match entails and the names of the players loaded with consonants"*, she remembers with a laugh.

SIQME-MOVISTAR

## Teresa Canive is hardened in Sports



AS NEWSPAPER

# La pasión del periodismo deportivo



**Madrid, 2012-2015.** The journalist was deeply involved in the world of sports communication for three years working for Siqme-Movistar. A period in which she improved live broadcast techniques, as well as the writing of chronicles, which she had to publish in less than fifteen minutes after the game. So, it was time to take statements at the post-match press conference, without forgetting the impressions of the players on the way to the dressing room tunnel.

*"Despite the fact that she used to have an afternoon shift, she sometimes had to broadcast Formula 1 races. It was one of the things she most enjoyed doing"*, recognizes Teresa Canive.

Her opinion columns were under the pseudonym 'El Picotazo' ('The Peck'). Some lines addressed to readers replaceable to feel the irremediable sting of the bite. You are very welcome to read some of her opinion columns in Spanish: [Bufones que se creen reinas](#) (Jesters who think they are queens); [Fernando Alonso, the samurai who fought with swords against the firearms of his rivals](#).

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## On The Front Page

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THE TRANSFORMATION OF JOURNALISM

# Inbound Marketing Departments Hunt for Digital Journalism Mavericks

Managers need professionals capable of capturing customer interest on the Internet, in a saturated competitive environment. Many professionals with experience in the media adapt to the current demand.

Text: Teresa Canive

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**Madrid, 2015-2016.** At one point, the journalist Teresa Canive opted for the world of Digital Marketing, discovering the need of today's companies. The profile of these companies is working with agile and flexible methodologies, in the face of an increasingly innovative competition. All of them need to expand their presence on the web, dominated by Google, and under the umbrella of the well-known digital transformation.



Strategic vision becomes one of the best tools for today's journalists to sharpen. *"It is no longer enough to write interesting articles for the reader, now it is necessary to visualize, at the same time, the strategic objective of the company"*, indicates Teresa Canive, current Head of Marketing at a Tech-SaaS company .

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### BETVICTOR The Bookmakers Are a World Apart

**Madrid, 2010-2011.** Teresa Canive found out the inner workings of the bookmakers, from the hand of BetVictor, the Spanish branch of the popular British house Victor Chandler.

### 360 TALENT Increase Confidence in Outsourcing

**Madrid, 2015-2016.** The HR departments place their trust in consultants such as 360 Talent, a company for which Teresa Canive specialized as a marketing communicator.

### SINNAPS The technology Company Dominates

**Madrid & Copenhagen, 16-20.** The big challenge came for Teresa when she was assigned Head of Marketing. Her creative weapons continue to fire today, supported by an analytical vision in order to grow exponentially.

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## Culture

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### SOFTWARE

#### **Managers Expand their IT Skills Worldwide**

**Madrid, 10/2016.** To master digital broadcasting skillfully, it is essential to know in depth everything related to office automation on the Internet. Google ecosystem, Hubspot, Social Media Business, SemRush, Moz, Sistrix, Crunchbase, Similarweb, a renamed CRM like Mixpanel, MailChimp, Typeform are the daily bread.

Meanwhile, the copywriter of a journalist today is WordPress, Feedly, Google Trend among others content tools.

Complemented her articles with audiovisual editing tools, such as InDesign, Canva, Adobe Premier, Audacity, Macromedia Authoware, Photoshop Dreamweaver and Avid or eMovie, for video editing.

### LANGUAGES

#### **Speaking Chinese, a Skill with the Job Projection**

**Madrid, 10/2016.** It is a reality of the present. Large companies that expand borders in the Asian market are looking for professionals who are capable of communicating with Chinese managers. By understanding their language and their way of life we will be transmitting a respect that will be valued in the negotiation processes. Chinese culture is not so different from Western culture, you just have to understand its consideration for others, and more if it is about the elderly or children.

Journalists like Teresa Canive not only stay at an advanced level of English, but also seek new linguistic horizons to expand their communicative possibilities such as the average knowledge of the Chinese language, certified by the HSK-1 (basic level).

### DOCUMENTARIES

#### [Crisis](#) First sketch

**Madrid, 2011.** Documentary produced at the Complutense University of Madrid. A paint shop can be the best place to express what the word crisis means to each person. Recorded at the beginning of the difficult economic situation in Spain.

### CINEMA

#### [Encerrado](#) Final career project

**Madrid, 2012.** Short film awarded by the UCM in the Experimental Cinema Week. Written and directed by Teresa Canive with the indispensable work of a great team. You will never know what fate has in store for you until you experience it in the first person.

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**Last Page**

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