

## PERSONAL INFORMATION



## PhD. Lluís Feliu i Roe

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**LinkedIn:** <https://www.linkedin.com/in/lluïsfeliu/>

**Sex** Male | **Date of birth** 18/01/1984 | **Nationality** Catalan

## WORK EXPERIENCE

**EDEON MARKETING SL**  
(2010 – at the moment)

**Founder, Consultant and Marketing & Communication Director**

Marketing and Communication Agency in Barcelona and Girona ([www.edeon.net](http://www.edeon.net))  
[edeon.net](http://www.edeon.net) Communication and Marketing

**EUM - UNIVERSITY OF GIRONA**  
(2012 – at the moment)

**Prof. Marketing, Prof. Social Media Marketing, Prof. Communication Techniques**

I am a associate professor for the subjects of Business Communication, Social Media Marketing and Marketing Introduction.

[Universitat de Girona \(EU Mediterrani\)](#) University Education

**BERLIN SCHOOL OF  
BUSINESS & INNOVATION**  
(2025 – at the moment)

**Lecturer in Marketing Department in Global MBA.**

I am a Lecturer in the Global MBA program at the Barcelona campus. Specifically, I teach the Digital Marketing Communication module.

**EUM - UNIVERSITY OF GIRONA**  
(2013 – 2025)

**Internship Coordinator**

Coordinated the Marketing Practices for a students of Marketing degree.  
[Universitat de Girona \(EU Mediterrani\)](#) University Education

**EUNCET BUSINESS SCHOOL**  
(2022 – 2023)

**Prof. Marketing, Logistics and Operations**

I taught classes like a associate professor and I teach logistics linked to e-commerce of Marketing degree.

[Universitat Politècnica de Catalunya \(EUNCET Business School\)](#) University Education

**GOVERNMENT OF CATALONIA**  
(2015 - 2019)

**Consultant and Teacher in “Consolidate Program”**

The objective of these program was promoting the consolidation, growth and reinvention of autonomous work as a tool to improve the competitiveness of the business of self-employed workers ([www.gencat.cat](http://www.gencat.cat))

[Business and Develop](#) Public Sector

## DIET FLASH MEDICAL (2011 - 2012)

### Marketing Director

Coordinate online shop and consultation service. Manage internal and external communications, negotiate advertising, manage social network team and write content for web and press. ([www.dietflashmedical.com](http://www.dietflashmedical.com))

[DietFlash Medical](#) Food and Beverage

## IESE BUSINESS SCHOOL (2008 - 2011)

### Web & Publications Project Manager

Management of web projects, writing content in catalan and spanish for internal reviews, website and another platform from the school. ([www.iese.edu](http://www.iese.edu))

[IESE BUSINESS SCHOOL](#) University Education

## EDUCATION

## IESE BUSINESS SCHOOL (2020 - 2020)

### Executive Education – Focused Program

Digital marketing: strategy, process and ROI. (Barcelona)

## UNIVERSITAT ABAT OLIBA CEU (2013 - 2017)

### PhD. Doctor in Business Communication

Title Thesis: "Digital content for small and medium sized business. Strategy and content in Social media". (Barcelona)

## UNIVERSITAT ABAT OLIBA CEU (2013 - 2014)

### Master's Degree in Digital Communication and New Technologies

Designed to develop a professional career in the field of digital communication, information and communications technology, as well as the creation of content within the framework of the Broadband Society and the Information and Knowledge Society. (Barcelona)

## IESE BUSINESS SCHOOL (2008 - 2008)

### Program professional techniques for Project Management

It's a professional improvement program (Barcelona)

## EADA BUSINESS SCHOOL (2009 - 2011)

### Master in Marketing and Communication of Business Management

Master's degree in business communication and marketing (Barcelona)

**RAMON LLULL UNIVERSITY**  
(2002 - 2008)

**Journalism and Communication Sciences**

University degree in Journalism and Communication Sciences in Blanquerna, Ramon Llull University (Barcelona)

**SAKARYA UNIVERSITY**  
(2024 - 2024)

**Visiting Fellow**

I visited the university, in Turkey, to teach Relationship Marketing and Business Communication sessions to business administration students (Turkey)

**AFYON KOCATEPE**  
(2025 - 2025)

**Visiting Fellow**

I visited the university, in Turkey, to teach Strategic Marketing sessions to business administration students (Turkey)

**PERSONAL SKILLS**

Mother tongue(s) Catalan

Other language(s)

|         | UNDERSTANDING |         | SPEAKING           |                   | WRITING |
|---------|---------------|---------|--------------------|-------------------|---------|
|         | Listening     | Reading | Spoken interaction | Spoken production |         |
| Spanish | C2            | C2      | C2                 | C2                | C2      |
| English | B2            | B2      | B2                 | B2                | B2      |

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Communication skills

- Good communication skills acquired through my experience as a manager of the e-deon.net agency and as a university professor.

Organisational / managerial skills

- Leadership (currently responsible for the team of 13 people) and managing a portfolio of fifty clients

Job-related skills

- Good command of quality control and customer service processes.

Marketing skills

| SELF-ASSESSMENT                  |               |                    |                        |                 |
|----------------------------------|---------------|--------------------|------------------------|-----------------|
| Sales and Information processing | Communication | Marketing strategy | Social Media Marketing | Problem solving |
| 80                               | 100           | 100                | 100                    | 90              |

**Other information** I'm married to Gisela and we currently have two sons, Arnau and Aleix. During my school stage I was an elite athlete running to the FC Barcelona team and training at the CAR (High Performance Sports Center). I think that sport, and particularly athletics, are fundamental tools that help to coexist with the effort and overcoming

**Driving licence** B

## PUBLICATIONS and RESEARCH INFORMATION

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Research Gate: [https://www.researchgate.net/profile/Lluis\\_Feliu\\_I\\_Roe](https://www.researchgate.net/profile/Lluis_Feliu_I_Roe)

### ARTICLES:

Use Of Social Networking Sites And Instant Messaging Applications For University-Related Work And Studying

Semantic Fields to Improve Business: the hotels case

Bases educativas de los planes de estudios del Grado de Publicidad y Relaciones Públicas en Cataluña

### CONFERENCE PAPERS:

TOURISM AND BRANDED CONTENT: A MULTISECTORIAL COMPARISON ABOUT BRAND FAN PAGES IN FACEBOOK

Sentiment analysis as a qualitative methodology to analyze social media: study case of tourism

EVALUATION OF VOICE THROUGH DIGITAL MEDIA: IMPACT ON EDUCATION AND PERFORMANCES

LEARNING ADVERTISING AND PUBLIC RELATIONS: A METHODOLOGICAL CASE STUDY IN CATALONIA

Análisis cualitativo sobre el periodismo digital especializado en moda

### CHAPTERS:

FACEBOOK AND TWITTER IN EDUCATION: A NEW FACTOR TO IMPROVE CLASSES

Palabra, educación y redes sociales: hacia una mayor interactividad

### BOOKS:

Tarannà emprenedor, Ed. Publicalis, grup Profit ISBN: 9788412283495, Barcelona 2023.

Enterprising Spirit, Ed. Publicalis Profit Group. ISBN: 9788412851243, Barcelona 2025.