



Cómo destacar y conectar en entornos profesionales

Inés Teresa-Palacio

4 Febrero 2026

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Presentaciones



KEY
TIC



¿Qué estáis estudiando?

Carrera & Curso

¿Qué queréis hacer cuando
acabéis la carrera?

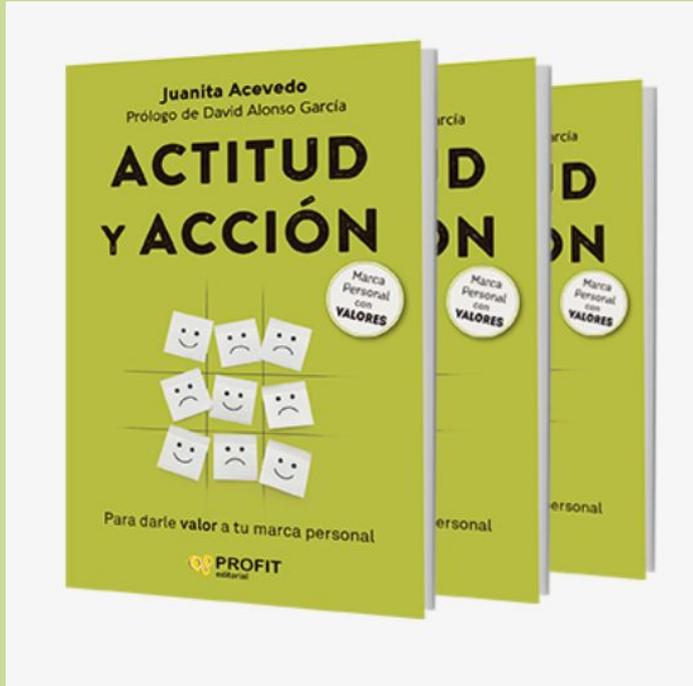


—
Objetivo:

**Construir una marca
personal sólida y
aprender a posicionarse
en el mercado**



Tu marca profesional



“Marca personal es la huella que dejamos en la mente y en el corazón de las personas con nuestras actitudes y nuestras acciones del día a día, tanto en el mundo online como en el mundo offline”

Tu marca eres TÚ

Juanita Acevedo

Método MPR[©]

by JUANITA ACEVEDO
#actitudyacción

1. conoceTÉ

2. defineTÉ

3. proyectaTÉ

¿Quién soy?



¿Qué quiero?



¿Cómo me doy
a conocer?

Fortalezas
VALORES

ESTRELLA POLAR
ETIQUETA

HERRAMIENTAS
OFF - ON

Imagen de:

<https://juanitaacevedo.com/>

→ Elevator Pitch

Especialista en el sector global de la educación, con dos décadas de experiencia en marketing, comunicación, relaciones internacionales y gestión de stakeholders en Asia, Europa, UK y América Latina. He trabajado en universidades en Reino Unido y España, liderando equipos y a nivel de consejo de dirección, y desde hace 2 años lidero mi propia empresa de consultoría colaborando con instituciones educativas de todo el mundo.

Ejercicio 1: Línea del tiempo profesional

- Representación visual de tu trayectoria profesional en el contexto de los momentos claves de tu vida personal
- Te permite identificar los puntos de inflexión y altibajos en tu trayectoria
- Dibuja una línea recta en el tiempo, y escribe por encima los momentos positivos y logros (+) y por debajo los negativos y de mayor estrés (-). Incluye logros académicos, experiencias que hayas tenido, principales logros, principales dificultades, momentos de cambio, decisiones importantes...

Ejercicio 2: Pitch profesional

En parejas o grupos de 3

- ¿Quién soy?
- ¿Qué ofrezco?
- ¿Qué busco?

Optimización del CV y perfil de LinkedIn





**¿Quién de vosotros tiene
perfil de LinkedIn?
¿Cómo lo usáis y para qué?**

LinkedIn



Profile language
English

Public profile & URL
www.linkedin.com/in/inesteresapalacio

Ringover
Inés, grow your business with news and insights from Ringover
Stay informed on industry news and trends
David & 2 other connections also follow

Analytics
Private to you

- 350 profile views**
Discover who's viewed your profile.
- 641 post impressions**
Check out who's engaging with your posts.
Past 7 days
- 129 search appearances**
See how often you appear in search results.

[Show all analytics →](#)

About

Founder and Director of Via Pinnedda (www.viapinnedda.com); strategic consultancy services for the global education and third sectors:

- marketing
- communications
- international growth
- alumni & stakeholders engagement
- fundraising



- Imagen profesional o “trabajando”
- Banner: imagen que te represente
- Nombre y pronunciación
- Subtítulo: Incluye palabras clave (rol que tienes o por el que quieres que te contraten)
- Idioma del perfil
- Open to Work
- About: Incluye palabras clave y optimiza con la ayuda de IA
- Comprueba el efecto final en formato móvil y PC
- Comprueba tus analíticas
- Opción de LinkedIn Premium



Featured

Post

I am delighted to join the [CASE Europe Advancement Institute](#) in...

a Speaker

Europe Advancement Institute
2026 | Barcelona, Spain

REGISTER NOW

83 · 1 comment

Post

Woke up this morning to the news that the UK Government's...

GOV · UK

The UK's International Education Strategy 2026
gov.uk

35 · 3 comments

Post

Many of you are (like me) planning the year ahead, which...

Executive Course in University Reputation Management...
en.unav.edu

11

- Skills: Selecciona los más relevantes y pide confirmación de tus colegas
- Featured: Para destacar tu contenido (puedes poner tu CV)
- Actividad:
 - Publica
 - Comparte
 - Comenta
 - Regularidad
 - Decide los temas que te interesan y por los que quieren que te conozcan

Activity
3,176 followers

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Posts Comments Images

Inés Teresa-Palacio · You
C-Level General Manager | CMO | Global ...
1w · 🌐

I am delighted to join the [CASE Europe Advancement Institute](#) in Barcelona next 15-17 June as a speaker alongside [Santiago Fernández-Gubieda](#), ...more

I'm a Speaker

CASE Europe Advancement Institute
15-17 June 2026 | Barcelona, Spain

REGISTER NOW

83 · 1 comment · 2 reposts

Inés Teresa-Palacio · You
C-Level General Manager | CMO | Global ...
1w · 🌐

Job opportunity

An exciting opportunity in Malaysia as [#CMO](#) ...more

Dr Andrea Grassby · 1st
Chief Marketing Officer @ The Alice Smith S...

Exciting Opportunity: Chief Marketing Officer | Alice Smith School, Kuala Lumpur ...more

Chief Marketing...
plusportal.perrettelavc...

3

Show all posts →

Experience



Regional Director UK and Europe

Education in Motion - Contract

Nov 2025 - Present · 4 mos

Remote

This is a temporary position for Education in Motion and in collaboration with The IC Global Partnership to leverage EIM collaborations with key partners in the UK and Europe



Kingsley Education

Full-time · 1 yr 2 mos

Founder and Director

Jan 2025 - Present · 1 yr 2 mos

Barcelona, Cataluña, España

At Kingsley Education we are specialists in UK study options. We are independent advisors supporting students and their families in choosing, applying to and transitioning to UK education.

We are based in Barcelona and offer our services throughout Spain.

Our services include:

- Secondary and college at UK independent schools
- Undergraduate and Postgraduate programmes at UK universities
- Summer schools
- Short and bespoke programmes for professionals

www.kingsleyeducation.com

hola@kingsleyeducation.com

Founder and Director

Jan 2025 - Present · 1 yr 2 mos

Greater Barcelona Metropolitan Area · Hybrid



Via Pinnedda International Advancement, Marketing and Communications

2 yrs 5 mos

Founder and Director

Full-time

Jan 2024 - Present · 2 yrs 2 mos

Barcelona, Cataluña, España

Via Pinnedda is an international consultancy and development company specialised in the global education sector, providing strategic support in all advancement functions - with a specific focus on marketing, ...see more

✦ Business Strategy, Marketing Strategy and +1 skill

Founder and Director

Oct 2023 - Present · 2 yrs 5 mos



Education



IESE Business School

PDG - Executive Programme, Leadership and General Management, Business Administration and Management, General

Oct 2022 - May 2023

Executive programme of General Management covering all aspects that a CEO / General Manager has responsibility for: Financial Strategy and Management, Accounting, Human Resources, Team Leaderh ...see more

✦ Negotiation, Strategic Marketing and +7 skills



UCLA Anderson School of Management

Executive Education - Leadership Programme for Women, Leadership, Business Strategy, Board Governance and Management

2011 - 2011

I was one of the 50 candidates selected from all over the world to attend the first edition of the UCLA Santander-W50 programme "Preparing our women board members of the future". A one-week intense executive ...see more

✦ Negotiation, Strategic Marketing and +8 skills

Show all 6 educations →

Licenses & certifications



CASE Laureates

Council for Advancement and Support of Education

Issued Jan 2025

Credential ID 78ae0a8f-5f93-4371-b27c-005a1d3942de

Show credential



- Experiencia y educación: detallada, incluye top skills, logros, fechas, palabras claves
- Muy importante coherencia entre el perfil de LinkedIn y tu CV (en muchos procesos de selección te piden tu perfil de LinkedIn, que debe aparecer también en tu CV)

← Recommendations +

Received Given Pending



Joanna Mitchell Hynes · 1st

Content creator | Copywriter | Communications specialist | 15+ years experience
January 19, 2026, Joanna worked with Inés on the same team

All LinkedIn members

On

I've been fortunate to work with Inés in different capacities over the past 14 years - as a colleague in the University of Southampton's global marketing and recruitment function, and more recently on a freelance basis through her consultancy.

Most recently, I attended the CASE Europe Annual Conference in Birmingham, where I watched Inés co-present 'The Power of Place: Leveraging Local Identity to Connect and Convert Globally' to a packed room of advancement and engagement professionals from across the UK and beyond.

Inés was warm, confident, and highly engaging, offering genuinely fresh perspectives - including some unexpected and memorable comparisons between Sheffield and Barcelona!

Her depth of experience in global education, combined with her ability to bring place, culture, and strategy together, made the session both insightful and inspiring.



Alonda Thomas, Ph.D. · 1st

Award-winning marketing and communications executive | International Keynote Speaker | Author | Voice Over Talent | Dynamic Storyteller | AMA and CASE Committee Member
November 22, 2024, Alonda worked with Inés on the same team

All LinkedIn members

On

I had the pleasure of working with Inés on the CASE Summit Planning Committee. Her thoughtful recommendations brought a fresh, global perspective to our discussions on marketing in the higher education arena. Additionally, we partnered on a panel for the IC Cafe to discuss best practices in recruiting students globally. Inés always offered data-driven solutions to help educators attract the best students to the institution. Be sure to follow her page for the latest industry trends.



Caroline Davis · 1st

Co-Executive Director Europe for CASE
September 3, 2024, Caroline was Inés' client

All LinkedIn members

On

Inés provided excellent strategic consultancy support for CASE to undertake market research to inform our European membership growth and engagement strategy. She was great to work with from the first conversation about the project - understanding our needs immediately, keeping us regularly updated and conducting the research thoroughly. Inés was sensitive to cultural, language and time zone differences, and always gave a highly professional impression in all her interactions with CASE volunteers and advancement professionals. Her final report and recommendations have given us strong foundations for future plans in the region. We subsequently commissioned Inés to complete an operational plan for growth and engagement in Spain specifically, which she completed with typical high quality and care.

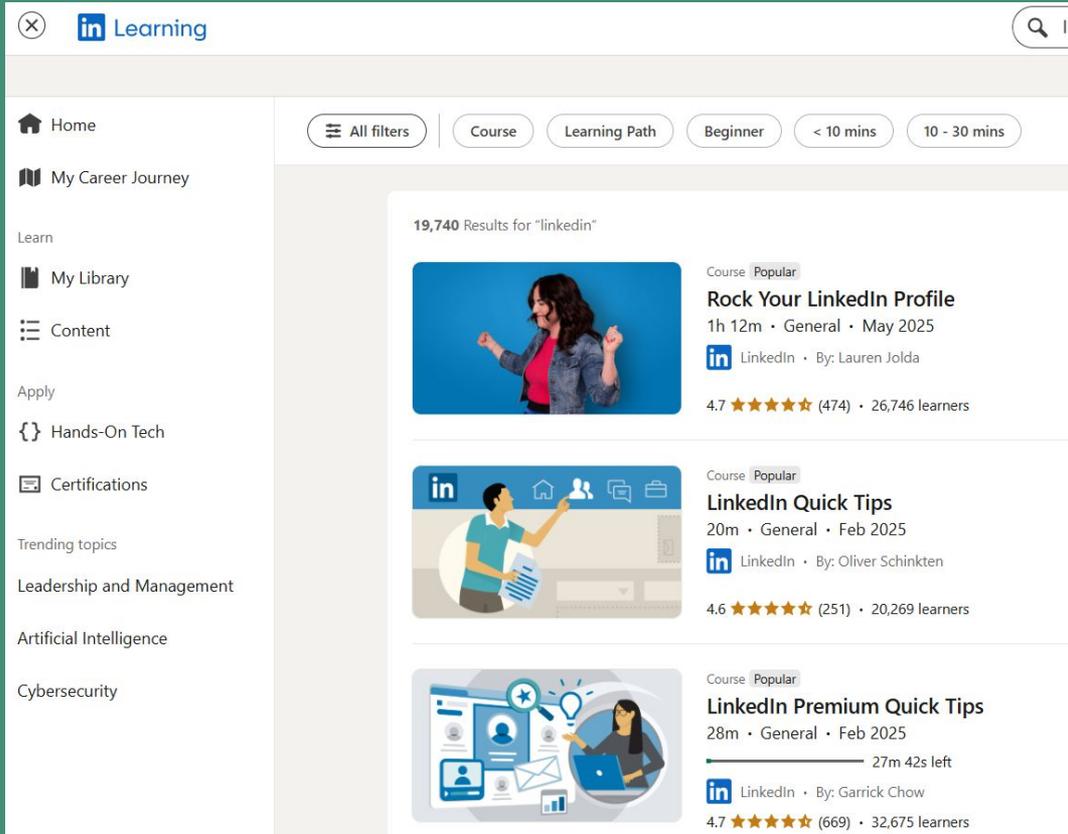


- Recomendaciones: Pide a compañeros, jefes, profesores que escriban una recomendación en tu perfil destacando algunas de tus habilidades, o tu rol en un proyecto en concreto, etc.
- Puedes solicitarlas a través de LinkedIn y revisarlas antes de que se publiquen en tu perfil
- Puedes ver también las que has hecho tú a otras personas

LinkedIn es una red de contactos: busca a personas interesantes, contacta con ellas, participa en la conversación, aporta contenido



Feedback de perfiles Identificación de perfiles interesantes y de referencia

A screenshot of the LinkedIn Learning interface. The top navigation bar includes the LinkedIn logo and a search bar. A left sidebar lists navigation options: Home, My Career Journey, Learn, My Library, Content, Apply, Hands-On Tech, Certifications, Trending topics, Leadership and Management, Artificial Intelligence, and Cybersecurity. The main content area shows search results for "linkedin" with 19,740 results. Three course cards are visible: 1. "Rock Your LinkedIn Profile" by Lauren Jolda, 1h 12m, 4.7 stars, 26,746 learners. 2. "LinkedIn Quick Tips" by Oliver Schinkten, 20m, 4.6 stars, 20,269 learners. 3. "LinkedIn Premium Quick Tips" by Garrick Chow, 28m, 4.7 stars, 32,675 learners. Each card includes a thumbnail image, course title, duration, rating, and learner count.

- **LinkedIn Learning**
www.linkedin.com/learning/
- **Tutoriales y herramientas sobre cómo optimizar tu perfil, cómo mejorar tu búsqueda de empleo, habilidades y conocimientos en tu rol profesional...**

CV



Inés Teresa-Palacio, FCIM, MCIPR

Tel.: xxx | Email: xxx | LinkedIn: uk.linkedin.com/in/inesteresapalacio

C-Level professional, CMO and Managing Director with 20+ years of experience in the global education sector. Former Deputy General Manager at the Open University of Catalonia (one of Spain's largest online universities) as well as Head of Strategic Marketing and responsible for international at the University of Southampton (world's top #100 university). For the last two years I have been leading my own consultancy firm collaborating with education organisations worldwide including universities, private education groups and investment funds. I have **first-hand experience** in the UK, Europe, Asia and LATAM in **marketing & communications, fundraising, stakeholder engagement and international growth.**

KINGSLEY-PINNEDEDA Ltd Company

Founder and Director, January 2024 – present

Strategic consultancy: [Via Pinnedda](#) (international advancement, marketing and communications)

- **Fractional Interim Regional Director (UK & Europe)**
- Qualitative research of the **global pre-university curriculum and admission processes to universities worldwide**
- Project member of the consultancy team delivering the **British Council "Impact of EU students"** report
- **European membership growth strategy** and competitor membership **benchmark**
- **Go-to-market strategy in Spain**
- Defining the company's **marketing, communications and growth strategy**
- **Global customer insight and research**
- **Editorial review and approach for Alumni and Donor Annual Reports**
- **Strategic advice and support to the Chief Advancement Officer**
- Definition of **fundraising policy and associated processes**, global NGO based in Madrid
- **PGT product portfolio analysis, digital and go-to-market review and recommendations**
- **Market analysis and international business development strategy in Brazil**
- **Review of international brand and value proposition** for a top #25 UK university
- **Portfolio analysis and strategic growth recommendations** for 2 x UK pathway providers
- **Editorial supervision for 3x thought-leadership reports on transnational education and pathway provision**

International student advice and agent representation: Kingsley Education

Commercial representation in Spain of UK independent boarding schools alongside independent advice to study abroad

UOC Open University of Catalonia (Spain): 100% online university with an annual turnover of €160m

DEPUTY GENERAL MANAGER (GLOBAL BUSINESS DEVELOPMENT) / CMO & CCO, October 2019 – December 2023

Role description

- **C-Level role: Member of the University Council and Board of Directors**
- Responsible for our **global positioning and growth strategy**, directly accountable for meeting a target of more than **€100m/year** through **omnichannel global campaigns** for +400 programmes targeting **B2C and B2B** audiences
- Manage an operational **budget of over €7m (excluding staff costs) / year**
- Translate business objectives into marketing and sales plans, including **forecasting, goal setting and resource planning**
- Develop, review and ensure implementation of **processes, politics and protocols** to improve business efficiency, coordination between teams and compliance with legal regulations (Data Protection and Procurement)
- Leading a **team of 200 professionals** (4 direct reports at Senior Director level) across marketing, sales (including CRM and +100 people call center), alumni and fundraising; distributed across **+10 offices in Spain and Latin America**

Key projects and achievements

- xxx

University of Southampton (UK): a Russell Group university with an annual turnover of £500m

HEAD OF STRATEGIC MARKETING, August 2013 – September 2019

Role description

- Lead the **marketing strategy** through the whole **customer journey** from **lead generation to conversion**
- Provide **strategic marketing advice to the executive board**, the **Malaysia Campus** team and three **art venues**
- Bid for and **manage a budget of +€2mill pa**, maximising **ROI** and **embedding analytics** to foster a **data-driven approach**
- **Manage, coach, mentor and develop a team of 30 marketing professionals** (5 direct reports at Senior Head level)
- **Project-manage** campaigns and lead matrix teams including **Sales, Content strategy, Publications, Web, advertising, Social media, Video production, Email marketing, Media relations, Alumni, Communications, Events and Market insight**

Key projects and achievements

- xxx

SENIOR MARKETING AND COMMUNICATIONS MANAGER (STEM AND HUMANITIES), February 2012 – July 2013

Role description

- Develop and implement all marketing activities to reach **B2C and B2B** audiences
- Coordinate external and internal communication activities, and commission external providers
- Report to Prof Dame Wendy Hall and Prof Sir David Payne, two of the world's most renowned scientists

Key projects and achievements

- xxx

COUNTRY DEVELOPMENT MANAGER (SOUTH ASIA AND LATIN AMERICA), March 2007 – January 2012

Role description

- Develop and implement the **international positioning, recruitment and engagement strategy**
- Travel independently overseas 4 months/year (India, Sri Lanka, Mauritius, Mexico, Colombia, Brazil, Chile)
- Selection, training and **management of +50 overseas sales representatives**
- Direct engagement with **overseas alumni chapters and VIPs**, development of **international alumni engagement strategy**
- Negotiate corporate deals; relationship with governments, embassies and private sector; scholarship programmes

Key projects and achievements

- xxx

PROFESSIONAL DEVELOPMENT, EDUCATION AND OTHER SKILLS

- **Advisory Board Member of the Center for University Governance and Reputation, University of Navarra** (Since 2025)
- **PDG: Postgraduate in General Management, Executive Education, IESE Business School, Barcelona** (May 2023)
- **CASE: Member of Planning Committee for CASE Summit for Leaders in Advancement, New York USA 2024; Member of Europe Council 2022-23 and CASE UK Universities Marketing Forum 2013-23, CASE Laureate and Educational Partner**
- **Speaker at various international events and conferences:** British Universities International Liaison Association (BUILA), ICARE, Universities UK, QS European Forum, CASE Europe Annual Conference, European Institute and US All Districts
- Design, lead and implement a bespoke 6-weeks training course in 2022 for 20 directors and practitioners across the UOC on "**Establishing a Creative Corporate Culture**", in association with the Spanish **Club de Creativos (c de c)**
- **W50 Scholar, Anderson School of Management, UCLA University of California Los Angeles 2011 and LSE 2025**
- Professional Diploma in Marketing, UK Chartered Institute of Marketing (CIM) 2009. **Fellow Chartered Marketer**
- **Master in Transnational Studies** (politics, language, migration). University of Southampton, 2006. Distinction
- **BA (Hons) Journalism**. University of Santiago de Compostela, Spain, 2003 (including an Erasmus year in the UK)
- **Bilingual in English and Spanish, with dual nationality and able to work and live across Europe and the UK**

References available upon request

- Ats
- Modelo harvard plantilla
- Estilo harvard
- Vida ats
- Plantilla word
- Plantillas ats gratis
- Tipo harvard



Mi CV Ideal Mi CV Ideal



ResumeLab Hacer un CV en esp...



ResumeLab Hacer un CV en esp...



Canva Plantilla de Currículo...



ResumeLab Hacer un CV en esp...



LiveCareer ES de Curriculum Vitae. ...



Mi CV Ideal Mi CV Ideal



Canva Plantilla de Currículo...



Mi CV Ideal Mi CV Ideal



Orientación laboral - I... Plantillas de currículo...



Zety ES 20 plantillas de CV e...



Zety ES 20 Plantillas de Curri...



AyudaCV Ejemplos de CV par...



zety.es Zety: Tu Currículum ...



Course **Popular**

Writing a Resume

2h 27m · General · Updated Sep 2020

[LinkedIn](#) · By: Stacey Gordon

4.7 ★★★★★ (7,072) · 557,047 learners · Certificate Eligible



Video

Create your best CV with Resume Assistant

4m 2s · Updated Jul 2025

[LinkedIn](#) · From the course: Word for Mac Essential Training (Microsoft...)

9,965 learners



Video

The difference between a resume and a CV

1m 32s · Updated Mar 2025

[LinkedIn](#) · From the course: Writing a Tech Resume

68,034 learners



Video

The new rules for resumes

4m 20s · Updated Jul 2025

[LinkedIn](#) · From the course: Career Strategies for Women Re-Entering t...
1s left

48,041 learners



Video

Resume formats and layouts

4m 35s · Updated 3 weeks ago

[LinkedIn](#) · From the course: Writing a Resume

110,526 learners



- Párrafo introductorio: Elevator Pitch
- Palabras clave y proceso de shortlisting
- Competencias y logros
- Educación, otros cursos y formaciones, congresos, etc
- Adapta el CV (o al menos el párrafo de introducción) para cada trabajo, acompañado de la Carta de Presentación
- Diferencias entre formatos internacional y español
- ¿Foto o no foto?
- Normas internacionales (ej no incluir fecha de nacimiento)



Estrategias para networking efectivo (online y presencial)



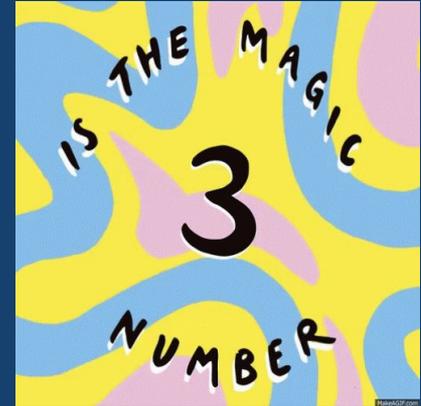
¿Qué hacéis actualmente? + El miedo al networking y cómo superarlo

Presencial

- Prepara tu elevator pitch
- Escucha atentamente y haz preguntas que muestren interés
- Objetivo claro para cada evento
- Intercambia datos de contacto y dale seguimiento
- Los canapés son peligrosos...

Online

- Identifica con quién quieres conectar, y por qué
- Síguelos y envía mensaje junto a la invitación
- Comparte y comenta su contenido
- Sugiere una reunión online, y piensa por qué y para qué





Cómo aprovechar ferias y eventos profesionales



¿Qué hacéis actualmente? + Síndrome del Impostor

Antes

- Fechas en tu calendario
- Investiga cada empresa participante: web, roles disponibles, personas en roles relevantes (dirección, RRHH, el departamento que te interesa)
- Decide a cuáles quieres visitar
- LinkedIn y CV preparados (online), QR
- Prepara las preguntas

Durante

- Stick to the Plan
- Haz preguntas relevantes (tipo de roles, calendario y formato de procesos de selección, a quién contactar)
- Comparte tu CV, LinkedIn y/o datos de contacto
- Recoge el nombre y los datos de contacto del equipo de RRHH

Después

- Contacta a todas las personas y empresas que has conocido: siguientes pasos (¿conversación informal? ¿registrarse en su portal?)
- Conecta por LinkedIn
- Sigue a la empresa, comparte y comenta su contenido



Preguntas y comentarios



**KINGSLEY
EDUCATION**

Contact us

