

Portfolio Services

DYLAN MOLINA WARD
dylan-fidel.github.io

I'M DYLAN



Communications &
Growth Specialist

T-shaped marketer with a specialization in creative strategy. Proven track record in B2B communication, content marketing, SEO and web development. I have a strong interest in analysing audience insights and user behaviour.

With a background in Sociology and a Master in Communication Sciences, I combine analytical research skills with creative execution.

I speak 4 languages and am comfortable working in international settings. I thrive at the intersection of data, content, and strategy.

Certifications



**MSc in Communication
Sciences: Digital Media**

Degree in Sociology



Google Ads

Google Ads Measurement



Google Analytics

**Google Analytics
Certification**



**Search Engine Optimization
(CDP Accredited)**



Escuela Andaluza
de Salud Pública

Discourse Analysis

Search Engine Optimization (SEO)



Google Tag Manager



Google Ads



SEMRUSH



Google Search Console

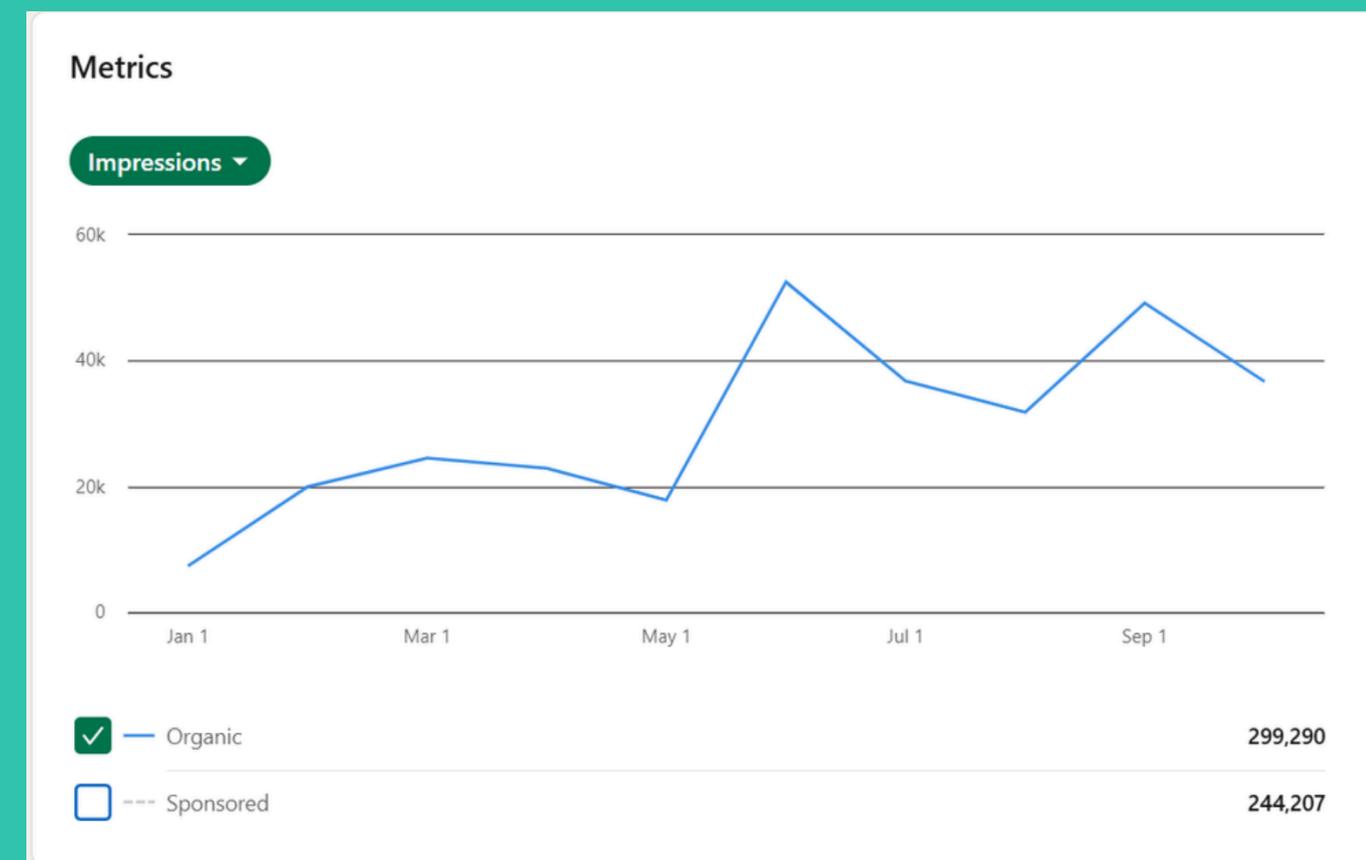
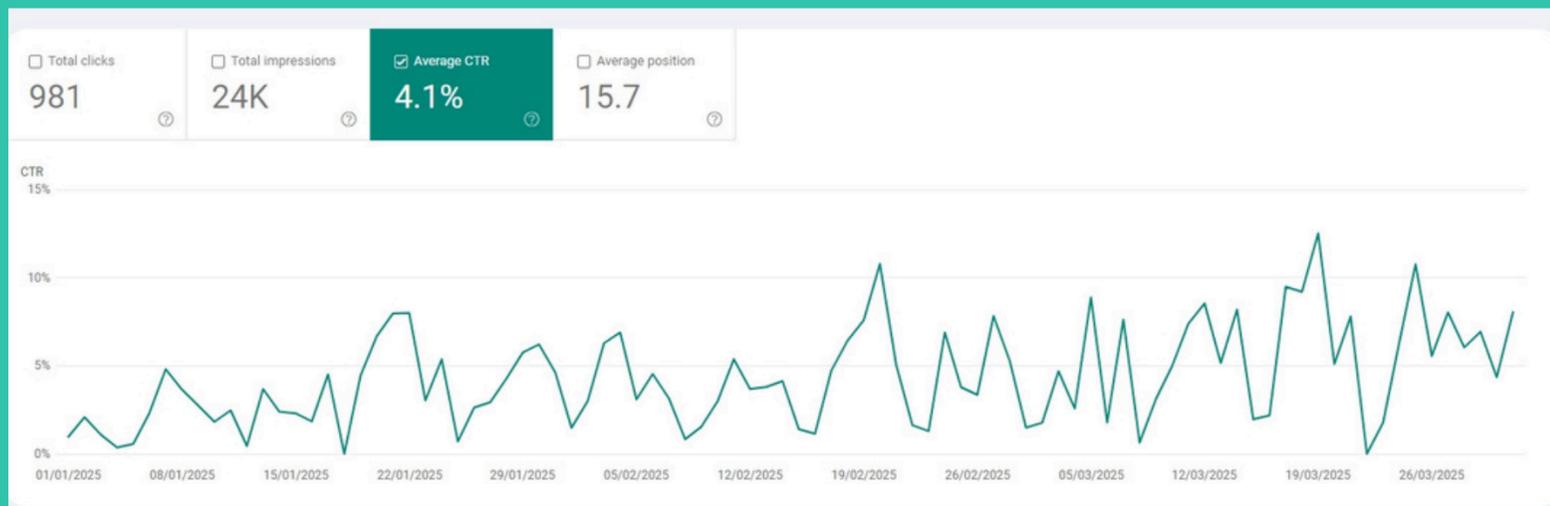


Google Analytics

- **Off-Page SEO & Link Building**
- **Copywriting & On-Page Optimization**
- **Keyword Strategy**
- **Technical SEO**
- **Tracking & Attribution Implementation**
- **Google Integration**

A sneak peek

Get more customers on your site and in your store



Graphic Design

Digital

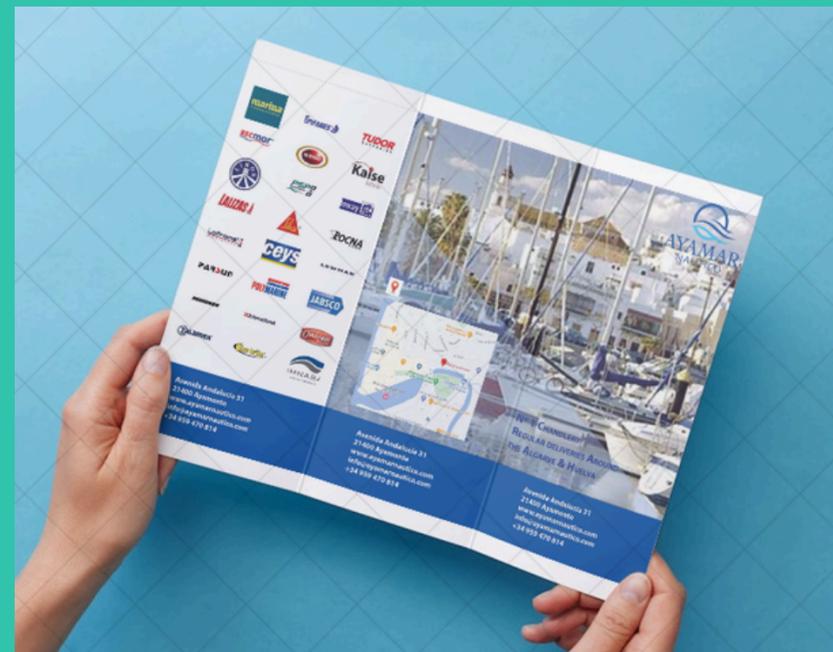
Website, Social media.

Print

Brochures, Stickers, Booths and more.

Tools:

Adobe Suite (Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign) | CapCut | Canva



Technical Data Sheet

87 dTex

100% NOOSA™ PLA

Valid from: 20/01/2025



GENERAL PROPERTIES

Product type	Multifilament yarn - DTY	Color	No Color
N° of filaments	32	End use	Knitting, weaving
Twist direction	-	Luster	B

PHYSICAL PROPERTIES	UNIT	SPECIFICATIONS			TEST METHOD
Count	dtex	87,0	86,5	87,5	ISO 2060
Tenacity	cN/Text	21	19	23	ISO 2062
Elongation at break	%	VAL 27	MIN 25	MAX 29	ISO 2062
Intermingling	#/m	65	-	-	-
Spin Finish	%	1,9	1,7	2,1	ISO 150701

These values are measured by standardized test methods of NOOSA SA based on ISO standards.

hello@noosafiber.com
www.noosafiber.com



Web Development

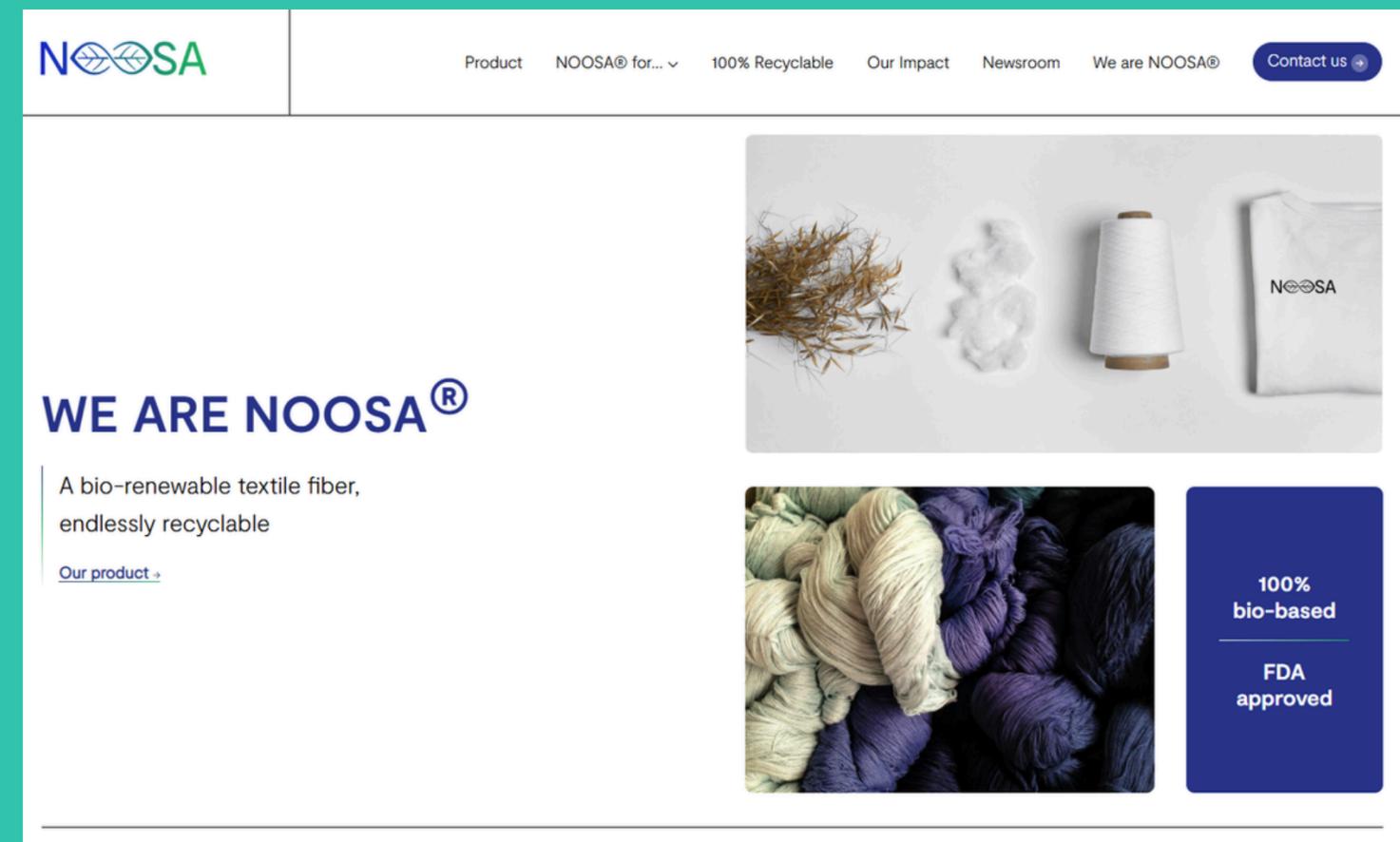
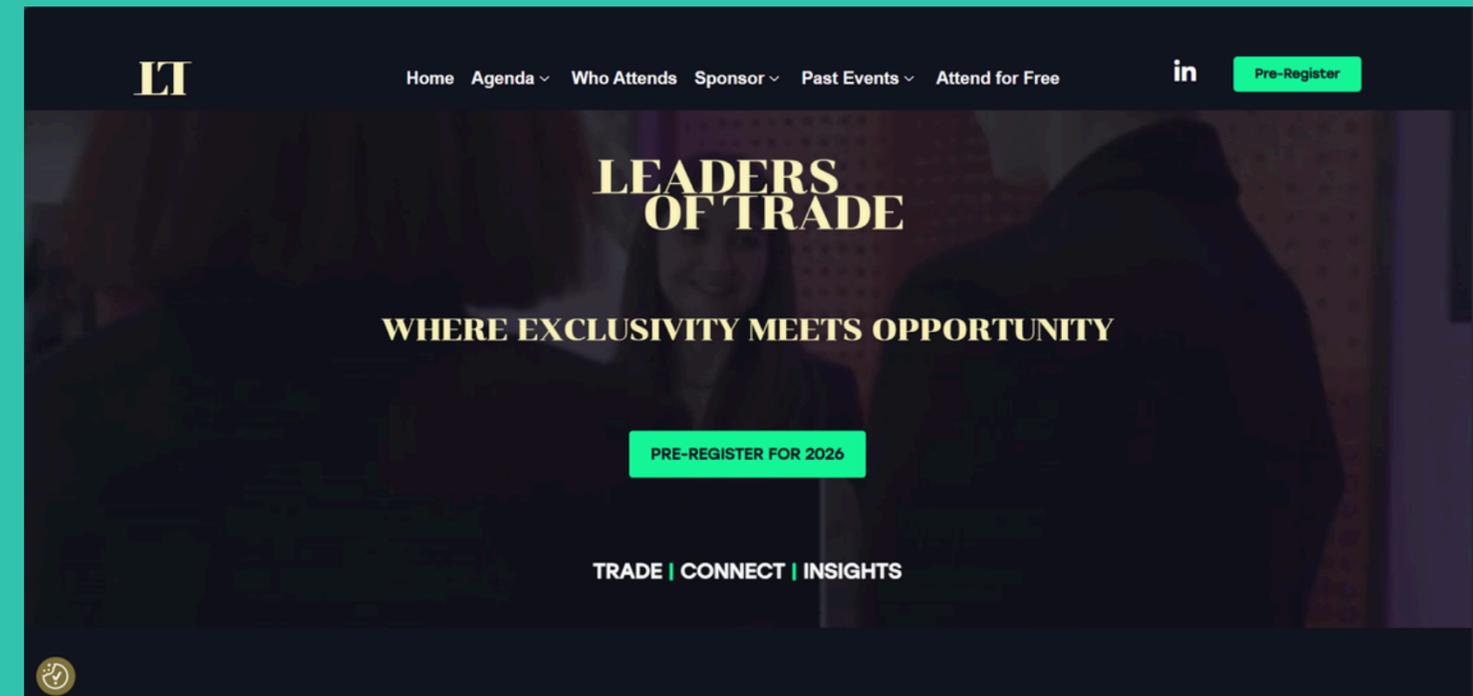
WordPress

Leveraging the world's most powerful CMS for SEO & Scalability.

Web Development Stack

HTML & CSS | WordPress | Odoo

```
C:\Users\Dylan\Desktop\PORTFOLIO> index.html > html > body > div.wrapper > header > nav.Primary-navigation > ul
1 <!DOCTYPE html>
2 <html>
3
4 <head>
5 <title>Dylan Molina Ward</title>
6 <link href="CSS/styleNEW.css" rel="stylesheet">
7 <link rel="stylesheet" href="https://cdnjs.cloudflare.com/ajax/libs/font-awesome/6.5.0/css/all.min.css">
8 </head>
9 <body>
10 <div class="wrapper">
11
12 <header>
13 <nav class="Primary-navigation">
14 <ul>
15 <li><a href="about.html">About</a></li>
16
17 <li class="dropdown-menu">
18 <a href="#">Portfolio</a>
19 <ul class="dropdown-portfolio">
20 <li><a href="DOCS/Dylan_Molina_Ward_CV.pdf" target="_blank">Curriculum Vitae</a></li>
21 </ul>
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Social Media

Data-Driven Content Creation

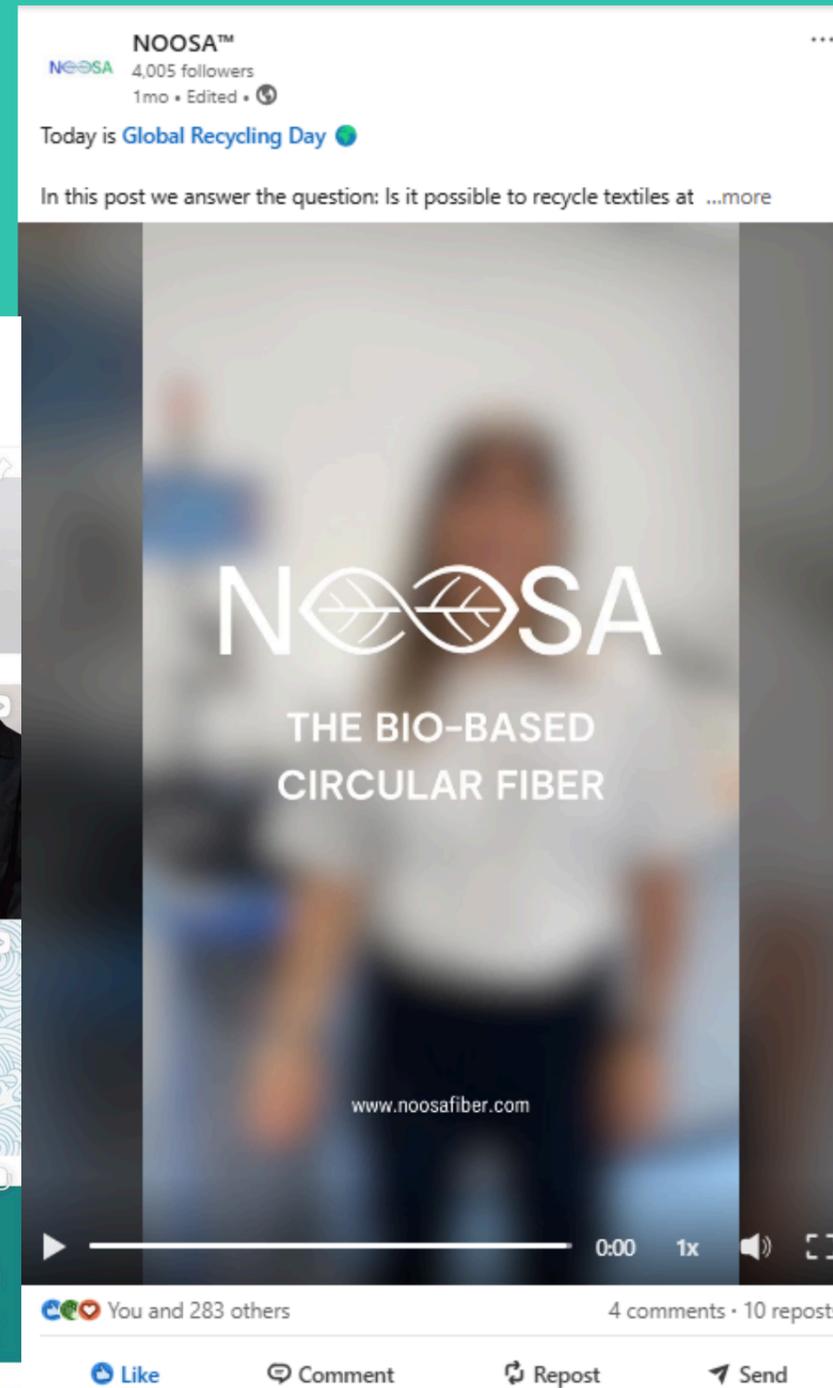
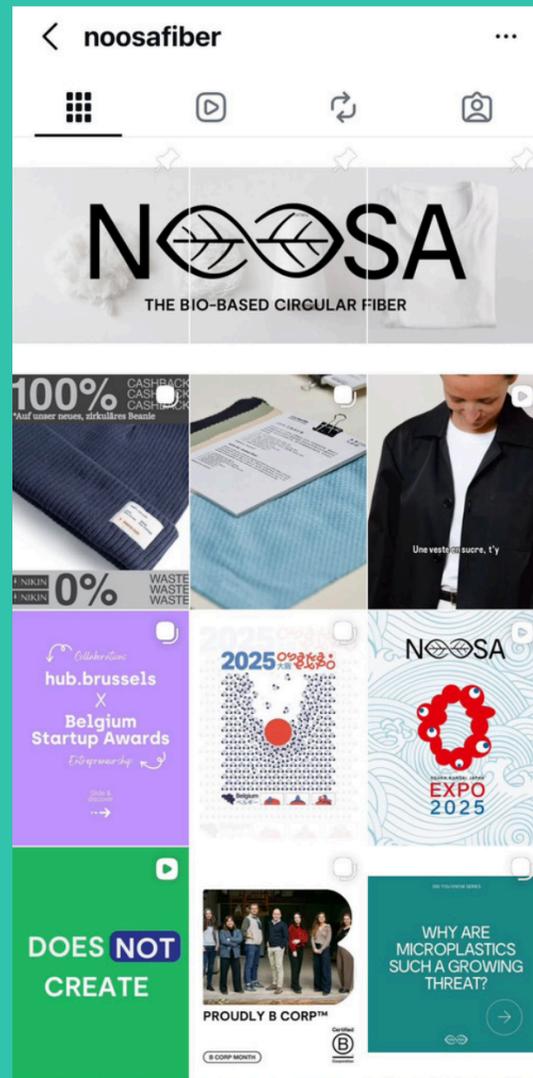
+30.9% increase in impressions through organic LinkedIn infographics for *NOOSA*.

Community Management & Growth

+ 800 targeted followers in 90 days for *Leaders of Trade*.

Technical Stack

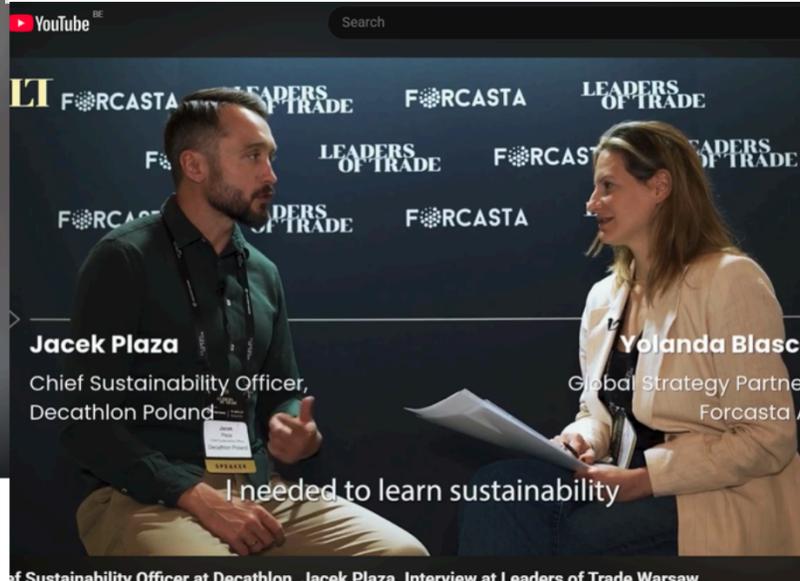
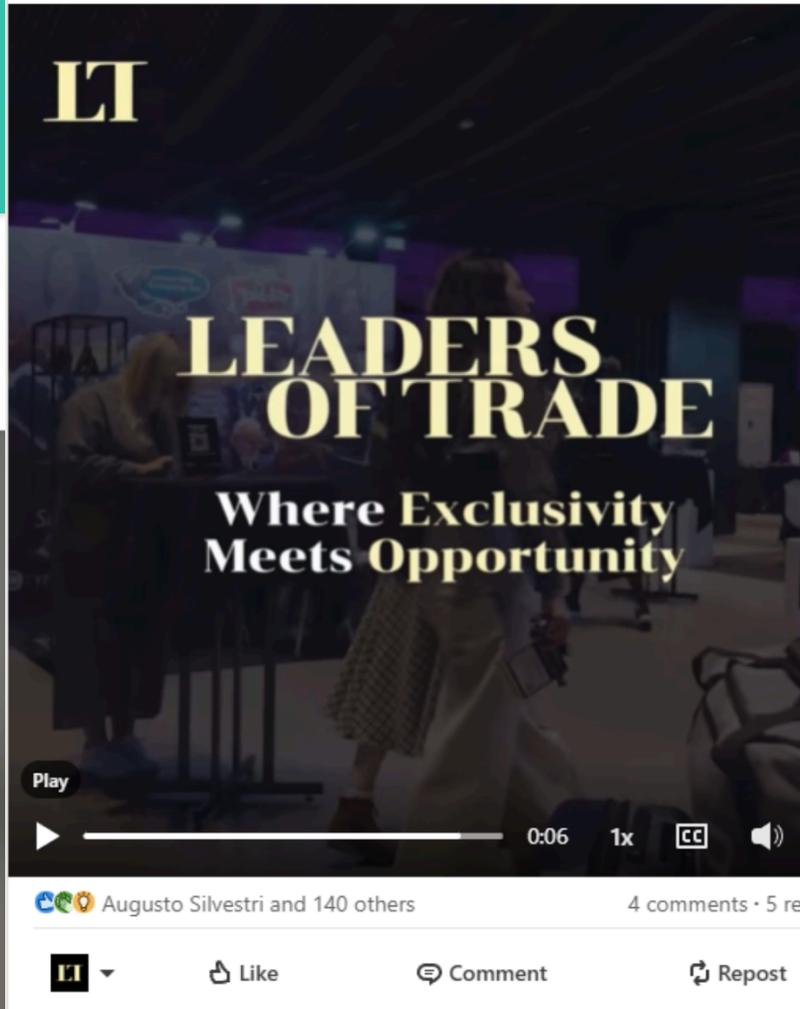
Adobe Suite | Canva | CapCut | HubSpot



By Dylan Molina Ward • 11/27/2025

Leaders of Trade
2,607 followers
1mo •

"Stop thinking about ROI as Return on Investment, and start thinking about Return on Intelligence." ...more



Email Marketing

Custom Template Development

Custom-coded HTML/CSS email templates that ensure 100% brand consistency across all mail clients.

Performance Tracking

Utilizing UTM links to bridge the gap between email engagement and website sessions.

Technical Stack

HubSpot | Campaign Monitor | HTML & CCS

CHECK OUT SOME OF THE BIG NAMES THAT HAVE ATTENDED

See all companies

SPONSORSHIP OPPORTUNITIES

- Exhibiting
- Brand Visibility
- Lead Gen
- Networking
- Thought Leadership
- And More!

Interested in becoming a sponsor?

At Leaders of Trade, high profile buyers and sellers of A-brands and quality goods meet directly and have the opportunity to close the best deals, on the spot. Our traveling trade events take place in various European cities, where our members offer popular brands and the best deals.

Become a Sponsor / Partner

LEADERS OF TRADE LEADERS OF TRADE WARSAW 2026

WHERE EXCLUSIVITY MEETS OPPORTUNITY

XX APRIL 2026
WARSAW XX

SECURE YOUR SPOT

Dear [firstname,fallback=reader],

Leaders of Trade brings together senior retailers, leading consumer brands, and strategic sponsors — all in one curated environment designed for high-impact meetings and on-the-spot business.

WHY ATTEND LEADERS OF TRADE

Trade Close deals thanks to our scheduled +2000 MEETINGS . With key traders and industry leaders	Connect Meet +700 ATTENDEES and engage with peers such as category and purchasing managers	Insights Learn, discuss and reinvent your strategies with our +40 SPEAKERS . Gain industry leading knowledge
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Pre-Register 2026

CHECK OUT WHO'S SPOKEN

 Anca Iordanescu VP Engineering, Ingka Digital IKEA	 Maria Gutierrez General Manager MARS WRIGLEY	 Dr Marcin Czyczerski Vice Chairman of the Supervisory Board and Partner CCC GROUP GCG PARTNERS	 Mikkel Froisleben Country General Manager (DK, EE, LV, LT) Wolt Market
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See all speakers

WHAT OUR ATTENDEES HAD TO SAY

"A day filled with inspiration and valuable insights... it was a unique opportunity to participate in exciting 1:1 networking conversations and exchange experiences with talented people from the



Contact

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[Linkedin](#)