



# Rebeca Antolín Prieto

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**Teaching areas:**  
Digital Marketing

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She holds a PhD in Communication (Universidad Complutense de Madrid) and a MSc in Marketing from the IE. She first developed her career as an Advertising Creative at McCann Erickson, Bassat Ogilvy and DDB, and in Marketing at Merck Sharp & Dohme (MSD).

As a lecturer, she teaches undergraduate and Master's degrees at several Universities and Business Schools. She has published several papers in international journals related to creativity and advertising strategy in Social Media, Digital Marketing and Neuromarketing.

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