

Results-driven social media specialist with hands-on experience developing and executing multi-platform strategies across Instagram, TikTok, LinkedIn and X for a global brand. I combine creative content production with data analysis to grow communities, increase engagement and build brand presence across markets. Experienced in fast-paced, cross-functional environments and particularly drawn to the intersection of storytelling and brand strategy.

Work Experience

Digital Marketing & Social Media - Intern

Prosegur | Madrid

Oct 2025 - Present

Developing and executing global social media strategy for one of the world's largest security companies, managing the full content cycle across LinkedIn, TikTok, Instagram and X.

- Contributed to the brand's 50th Anniversary and Spokesperson Plan, reaching over **10M users**.
- Grew global Instagram to **+100K followers** through performance-driven content strategy.
- Achieved **28M impressions** on TikTok through trend monitoring and data-driven execution.
- Increased LinkedIn reach sixfold and drove a **9.6% engagement** rate by end of 2025.

Co-founder

Asento Project

Sept 2025 - Present

Independent branding project delivering real creative work for real clients, from concept to execution.

- Delivered end-to-end brand identities: from strategy and visual systems to social media and web.
- Worked across multiple industries and client sizes, from early-stage startups to established businesses.

Social Media & Content - Intern

Paralelo Estudio | Madrid

Jan 2025 - Jun 2025

Created and managed social media content for an architecture and design studio, introducing video-first strategies that improved community engagement.

- Grew Instagram following by **17%** in 6 months through consistent, brand-aligned content.
- Improved engagement rate from **2.1%** to **3.4%** by introducing short-form video content.

Core Skills

Social Media Strategy • Content Creation (Canva, Figma, Capcut) • Community Management • Campaign Development • Data Analysis & Reporting (Hootsuite, Meta Insights) • Branding • AI Integration • Cross-functional collaboration

Education

Bachelor's Degree in Marketing (2021 -2025)

Rey Juan Carlos University | Madrid

Exchange Programme (2016)

Glenamaddy Community School | Ireland

Languages

Spanish (Native), English (C1 – Advanced), German (Basic – currently improving)