

MARKETING STRATEGY | BUSINESS INTELLIGENCE | VISUAL COMMUNICATION

About me

Digital Marketing and Visual Communication Specialist with 4+ years of experience in high-performance commercial environments. Multidisciplinary professional combining expertise in marketing strategy, business intelligence, and visual design, backed by an MBA, Adobe Certified Professional credentials, and a Google UX Design Certification. Proven track record in multichannel campaign management, brand positioning, and data-driven decision-making.

Professional experience

Digital Marketing & Visual Communication Specialist - Renault Group — Grupo Rombosol | Nov 2022 – Present

Leading digital marketing and visual communication initiatives for Renault Group dealerships, managing multichannel campaigns aligned with commercial objectives and performance KPIs. Designed creative assets for events, social media, and digital advertising using Adobe Creative Suite (Illustrator, Photoshop, InDesign, and After Effects). Coordinating content strategy, community management, and digital platform management, with a strong focus on brand positioning, audience engagement, and lead generation.

Business Development & Market Strategy Consultant - Universidad Internacional de la Rioja | 2026

Red Proyectum Project (MBA). Led a strategic consulting project focused on addressing a real-world business challenge through market analysis, business opportunity assessment, business intelligence, and data-driven research. Developed strategic recommendations aimed at fostering innovation, improving business performance, and supporting informed decision-making.

Digital Communications & Social Media Officer - Mijas Town Council | May 2022 – Sep 2022

Developed and implemented the digital communications strategy for the Youth Department, managing social media channels, content creation, and the production of graphic materials for institutional campaigns and public events. Produced editorial layouts using Adobe InDesign and wrote interviews and feature content for digital media publications and community events.

Institutional Communications & Content Production Assistant - Diocese of Málaga | Mar 2022 – May 2022

Supported institutional communications and content production activities, including journalistic writing, interview development, and editorial layout design using Adobe InDesign. Assisted with press conferences and media relations initiatives, contributing to stakeholder communications and public engagement efforts. Participated in media coverage of the Málaga Film Festival.

Education

Master of Business Administration (MBA) | In Progress - Universidad Internacional de La Rioja

University Programme in Business Intelligence | 2026 - Universidad Internacional de La Rioja

Master's Degree in Visual Design | 2022 – 2023 - Gauss Multimedia

Postgraduate Diploma in Advertising, Marketing and Social Media | 2021 - European Business School of Barcelona

Bachelor's Degree in Advertising and Public Relations | 2018 – 2022 - University of Málaga

Core competencies

Digital Marketing Strategy | Business Intelligence & Data Analytics | Multichannel Campaign Management
Brand Management & Positioning | Content Strategy & Social Media | SEO / SEM | Campaign Reporting & Analytics
Market Research & Analysis | Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects)
Graphic Design & Visual Communication | UI/UX Design | Power BI & Data Visualization | Canva

Certifications

Adobe Certified Professional in Visual Design | **Adobe Certified Professional** — InDesign (Print & Digital Media)

Adobe Certified Professional — Photoshop | **Adobe Certified Professional** — Illustrator (Graphic Design & Illustration)

Google UX Design | **LVMH & The Luxury Industry** | **Power BI** (Microsoft)

Languages

Spanish — Native Proficiency (C2) | **English** — Advanced (C1), Cambridge English | **French** — Upper-Intermediate (B2)