



Native Spanish speaker and fluent in English professional with over 15 years' experience in Copywriting, Content strategy, Localisation, Transcreation, Social Media, and Content marketing in renowned multinational companies. Passionate about turning nice words into results - which is the perfect marriage between my linguistics and marketing backgrounds, I'm open for new copywriting opportunities where I can help brands stand out from their competitors, boost their sales, and improve their brand awareness.

EDUCATION

Sep 2016

ENEB Business School

Post-graduate Programme in Advertising, Marketing and Social Media

Sep 2011

Universidad Autónoma de Madrid

Degree in Translation and Interpreting - ES<>EN Sworn Translator Certificate

ADDITIONAL TRAINING

2019 Copywriting Course Level 4 Diploma - London College of Media and Publishing

2015 Online Marketing, Social Media and Community Management - Educate E-learning

2014 Effective Feedback / Creating Champions - RS Components

2014 Leading with Difficult Situations - RS Components

2011 SEO/SEM/Pay Per Click - RS Components

2011 Trados 2007 - FEGILT-CEO

2010 ICT Products and Services for Translators - FEGILT-CEO

2010 Results Improvement and Team Working - Universidad Autónoma de Madrid

LANGUAGES

Spanish Native

English Full Professional Proficiency (C2)

French Professional Working Proficiency

Italian Professional Working Proficiency

IT SKILLS

Windows & OSX - Wordpress - Hootsuite - Social Media - Jira - Trello - Trados - MemoQ - XTM - Agile development - Workfront

WORK EXPERIENCE

Jun 2020 - Present

Freelance ES Lead Copywriter / Content Manager

- Create SEO/creative multichannel copywriting for different clients such as: Apple, Meta, Uber, Unicef, Just Eat, Google, TikTok, McDonald's, AWS, Amazon, LG, Avis, Carlsberg, FreeNOW, Oatly, adidas or JBL.
- Design content strategies and marketing funnels.
- Community management and social media contents.
- Project/Language Management of ES writers, external agencies and vendors.

Jun 2016 - May 2020

Senior ES/EN Copywriter | Expedia Group

- Create persuasive copy for every Marketing channel (Email, Web, Multimedia, Editorial, Brand, Social, etc.)
- Create world-class concepts for consumer-facing brand campaigns and internal communications.
- Creative Manager of the Toprural/HomeAway ES migration into Vrbo (8.7 customer satisfaction).
- Copy Lead, Localisation Quality Manager, and Style Council Advocate for HomeAway ES.
- Social Media Executive (+46K followers on IG).
- Promotion from Mid-Weight to Senior Copywriter.

Sep 2011 - Jan 2016

Senior Global Content Editor | RS Components

- Content creation and global launch of new products.
- ES Localisation Executive for global campaigns.
- Web content database administration.
- SEO content production and PPC advertising.
- Promotion from Local to Global Content Editor.

Sep 2011 - Present

Freelance Sworn Translator

- ES<>EN certified/sworn translations of official documentation.

Jun 2010 - Jul 2011

Translation Manager | Telefonica/Ericsson

- Translation and proofreading of technical documentation (ES<>EN).
- Database and glossary management.
- Sharepoint administration.