

MARIANNE PEREZ

Madrid, Spain

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SUMMARY

Creative Communication and Digital Media graduate with experience in social media, brand content, and digital storytelling across agency, brand, and freelance settings. Skilled in content calendars, platform-specific content, and brand identity. Passionate about lifestyle, outdoor, and surf-inspired brands, with a hands-on approach to content creation and community engagement.

EDUCATION

IE UNIVERSITY

Bachelor in Communication and Digital Media

Madrid, Spain

Graduated: July 2026

- GPA: 8.7/10.00
- Relevant courses: Advertising Creativity, Branded Content, Visual Storytelling, Creative Project Management

UNIVERSITY OF WOLLONGONG

International Exchange Semester

NSW, Australia

July – November 2025

EXPERIENCE

OVATION GLOBAL DMC – *Destination Management Company*

Madrid, Spain

Digital Marketing Intern

July 2026 – Present

- Create and manage content for Spain, Portugal, and global social media channels, including copywriting, post editing, scheduling, trend monitoring, and performance analysis to improve audience engagement and support brand consistency.
- Write SEO-optimized articles, newsletters, website copy, and case studies for the MICE industry, managing publication through WordPress and adapting event, destination, and brand messaging into clear B2B communication.

POMONA CLUB – *Boutique Gym*

Madrid, Spain

Marketing Intern

January 2025 – April 2025

- Implemented digital marketing and branding initiatives by supporting campaign execution and aligning visual and content strategy, increasing brand awareness and user engagement across platforms.
- Managed community engagement for Pomona Healthy Bar by planning, creating and publishing weekly content and interacting with followers, strengthening customer relationships and improving online presence, from 0 - 200 followers in 1 month.

SHIFT PORTER NOVELLI - *Public Relations Agency*

San Jose, Costa Rica

Creative Intern

June 2024 – August 2024

- Developed creative concepts and strategic proposals for 3 brand campaigns by conducting research and collaborating with 2 team members on ideation, contributing to campaign direction and client deliverables.
- Designed one-month of social media content calendars by structuring posting schedules and aligning content with brand tone, improving content consistency and platform performance on Meta.

BEKDOOSAN - *Sports Center Gym*

Segovia, Spain

Community Manager

September 2023 – May 2024

- Strengthened brand identity across Instagram by aligning content with company vision and leading a visual rebrand, improving brand consistency and recognition.
- Executed paid social media (Meta Ads) campaigns by managing sponsored posts and optimizing targeting, increasing engagement and achieving post reach exceeding 8K.

FREELANCE PROJECTS

- **Punto & Coma:** Developed the social media strategy and content calendar for a cookie brand, defining content pillars, posting structure, visual direction, and messaging in collaboration with the brand designer (September 2026).
- **American Capital Finance Group:** Conceptualized and designed 3 corporate newsletters focused on cross-border deals, reaching 650+ recipients (22% open rate). (January–March 2026).
- **Conquerx AI:** Designed UI animation mockups for three chatbot interfaces, focusing on user experience and motion storytelling (January 2026).
- **Agrosuplidores S.A.:** Developed a digital catalog showcasing veterinary products from multiple laboratories (August 2024).

ADDITIONAL INFORMATION

- **Languages:** Spanish (Native). English (Fluent). Italian (Beginner).
- **Technical Skills:** Proficient user of Excel, Adobe Premiere Pro, Adobe Illustrator, Canva Pro, CapCut Pro, WordPress, PowerPoint, Mailjet and Mailchimp.
- **Other Courses:** Live! The New Broadcast Era (IEU, March 2023), Generative AI For Digital Marketers (LinkedIn Course, 2025)
- **Interests:** Surfing, Photography, Videography, Hiking, Lifestyle Content.