

MARIANNE PEREZ

Madrid, Spain

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Eligible to sign internship agreement via IE University

SUMMARY

Creative, brand-focused Communication and Digital Media graduate with experience developing campaigns, producing content, and growing digital communities across agency, brand, and entrepreneurial environments. Skilled in translating brand objectives into engaging ideas and audience-focused experiences that strengthen visibility, engagement, and brand identity. Brings a hands-on approach to creative execution, from campaign development and content creation to community management and digital storytelling.

EDUCATION

IE UNIVERSITY

Madrid, Spain

Bachelor in Communication and Digital Media

Expected: July 2026

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

EXPERIENCE

POMONA CLUB - *Gym boutique in Salamanca*

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 2 months.

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.

LA FARM SAN ILDEFONSO - *Real Estate*

Segovia, Spain

Podcast Producer

September 2023 – May 2024

- Supported end-to-end podcast production by operating camera and managing sound during recordings, ensuring high-quality audiovisual output for each episode.
- Coordinated technical setup for shoots by organizing camera, lighting, and audio equipment before client arrival, reducing setup delays and ensuring smooth production workflows.

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.

EXTRACURRICULAR ACTIVITIES

- **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).
- **University of Wollongong:** Completed an international exchange semester abroad in Australia (July–November 2025).
- **Agrosuplidores S.A.:** Developed a digital catalog and designed a 2024–2025 physical calendar showcasing veterinary products from multiple suppliers and laboratories (Feb–Aug 2024).

ADDITIONAL INFORMATION

- **Languages:** Spanish (Native). English (Fluent). Italian (Beginner).
- **Technical Skills:** Proficient user of Excel, DaVinci Resolve, Adobe Premiere Pro, Adobe Illustrator, Canva Pro, CapCut Pro, PowerPoint and Mailchimp.
- **Other Courses:** Live! The New Broadcast Era (IEU, March 2023), Nutrition for Optimal Brain Performance (IEU, November 2023)
- **Interests:** Photography & Videography, Surfing, Hiking.