



María Emilia Polo

DIGITAL MARKETING, COMMUNICATIONS, PR AND SOCIAL MEDIA

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Madrid, Spain

27/07/1995/25 years old

Ecuadorian

PROFESSIONAL EXPERIENCE

JUNE / 2019

AUGUST / 2020

Creation of multimedia content (videos, animations, arts design). Editorial layout. Video recordings and voice-overs. Microsites (Dreamweaver). Writing and optimizing digital content. Community management. Events organization. Content creation (Drupal). Branded content and content marketing. Web and social media analytics. Spanish-English translations.

Management Solutions.
Madrid.

NOVEMBER / 2018

MAY / 2019

Account: Booking.com. Send and write press releases. Media monitoring (tools). Perform weekly clippings. Spanish-English translations and vice versa.

Omicom PR Group.
Madrid.

FEBRUARY / 2018

OCTOBER / 2018

Write content for the blog and copywriting. Social media management. Multimedia creation. Marketing Campaigns. Email Marketing. English in Action. Madrid.

SEPTEMBER / 2017

SEPTEMBER / 2017

Set production and styling for photoshoots. COSAS Magazine. Quito.

JULY / 2017

JULY / 2018

Designing the entire visual part of the company's promotion and image (marketing collateral). Consultores Asociados B&B. Quito.

JUNE / 2016

AUGUST / 2016

Communication coordination. Events organization. Content writing for internal magazine. Audit performance. PRONACA. Quito.

PERSONAL TRAITS



LEADERSHIP



PROBLEM SOLVING



TEAMWORK



RESPONSABILITY



CREATIVITY



FAST LEARNING SKILLS

LANGUAGES



Spanish (Native)

English

ACADEMIC EDUCATION

2019

2020

Master in Political and Business Communications.

Camilo José Cela University. Madrid.

2018

2019

Master in Digital Marketing, Communications and Social Media.

Camilo José Cela University. Madrid.

2017

2018

Master in Communications and Fashion.

Istituto Europeo di Design. Madrid.

2013

2017

Bachelor's Degree in Organizational Communication and PR.

San Francisco de Quito University. Quito.

ADDITIONAL CERTIFICATIONS

OCTOBER / 2020

Google Ads and Facebook Ads from scratch. Domestika. Madrid.

OCTOBER / 2019

Complementary training course in Commercial Management and Marketing. IMF. Madrid.

MAY / 2014

Visual Communication using Adobe Photoshop CS6. USFQ. Quito.

MARCH / 2014

Graphic Design and Illustration using Adobe Illustrator. USFQ. Quito.

INFORMATICS SKILLS

