

Elena Vega Guillén

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PROFESSIONAL SUMMARY

Communication and Digital Marketing professional with experience across Spain and Portugal in content creation, social media management, short-form video production, and digital strategy. Background in Journalism and Audiovisual Communication, combined with skills in SEO/SEM, email marketing, website management, and AI-assisted content workflows. Looking to join a marketing, communications, or digital content team where I can bring creativity, strong execution, and a results-driven, analytical mindset.

SKILLS

Digital Marketing • Social Media Management • Content Strategy • Content Creation • Short-Form Video Production (Reels, YouTube Shorts) • Copywriting • SEO/SEM • Adobe Creative Cloud (Premiere Pro, Photoshop, Illustrator) • AI Content Tools (ChatGPT, Adobe Firefly, Gemini, Runway, NotebookLM) • Content Planning & Analytics (Meta Business Suite, Facebook Insights) • Canva • CapCut • WordPress Website Management • Email Marketing (MailChimp) • Community Management • English (C2) & Spanish (Native)

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Jan 2026 – Aug 2026

InspectOS — Lisbon, Portugal

- Designed and produced short-form video content (YouTube Shorts, Instagram Reels) for a property inspection company, driving engagement among expat and first-time-buyer audiences.
- Built a reusable 5-part scriptwriting framework (Hook–Problem–Twist/Fix–CTA) with precise timing and on-screen text callouts, improving script consistency and production speed.
- Developed an AI-assisted content workflow that accelerated scripting and research, supporting a full multi-topic video content pipeline.

Digital Content & Social Media Strategist — Research Collaboration

ES3 Research Group in collaboration with Hola Hola Náutica y Media SL

Nov 2025 – Present

- Collaborated in a research partnership between the ES3 research group and Hola Hola Náutica y Media SL to analyse and execute digital promotion strategies for the audiovisual series Andalucía Puerto a Puerto.
- Designed and planned social media content strategy across Instagram, TikTok, and YouTube, managing the editorial calendar and publication schedule.
- Filmed, edited, and scripted short-form video content (Reels) and social media copy to promote the series.
- Tracked social media metrics and KPIs (reach, engagement, audience growth) and conducted trend research and benchmarking within the audiovisual and tourism sectors.
- Coordinated with the production team on content distribution and supported communication campaign and brand positioning strategy.
- Result: content produced (reels, videos, clips) drove a notable increase in the series' visibility and reach on social media.

Communication and Marketing Assistant — Corporate Communication and Marketing

2023 – 2024

Proxya — Seville, Spain

- Supported institutional, corporate, and internal communication strategies.
- Wrote newsletters and corporate bulletins using the MailChimp email marketing platform.
- Managed website content and news updates using WordPress.
- Collaborated on event organisation and internal communication campaigns.
- Created multimedia and social media content for LinkedIn, Instagram, and X (Twitter).

Social Media and Content Strategist — Freelance / Independent Projects

2023 – Present

Self-employed

- Manage social media strategy and content creation for multiple small business clients across sectors.
- PBF Sport (Sept 2025 – Present): Plan and produce multimedia content and digital strategies to grow visibility, community engagement, and brand identity.
- Centro Óptico Gallardo (2023 – Present): Community management and content creation, including Spanish-language carousel copy, captions, and Reel scripts for product campaigns.

EDUCATION

Double Degree in Journalism and Audiovisual Communication

2020 – 2025

University of Seville

Minor in Art n' Sound (Erasmus Programme)

2022 – 2023

NHL Stenden University of Applied Sciences, The Netherlands

ADDITIONAL TRAINING

- Artificial Intelligence and Productivity — Google Course
- Digital Marketing Strategies — Group MB E-learning Course
- Audiovisual Creation and Training Seminar — Suroscopia, University of Córdoba

LANGUAGES

Spanish: Native

English: C2 (Cambridge Advanced Certificate, 2024)

PROJECTS

[Bachelor's Thesis: "Generative Artificial Intelligence in the Audiovisual Workflow: A Practical Guide for Creators"](#)