Raquel Nogal Santamaría

Let's get in touch

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Work experience

Digital Comms & Marketing Officer | Spanish Association of Digital Economy
March 2023 - today

- Planning, implementation and analysis of digital content
- Planning, design, copywriting and implementation of marketing and communication campaigns
- Planning and coordination of internal departments
- Monitoring metrics and analysis of marketing and communication actions
- Online content, press releases and news writing
- Follow-up of media impacts

Social Media Manager | The European Correspondent
April 2023 - today

- Management of social media channels (Twitter, Facebook, Instagram, LinkedIn)
- Social media content creation, copywriting, and design

Social Media & Comms Assistant | Schuman Traineeship at the European Parliament
October 2022 - February 2023

- Management and planning of the social media content calendar
- Design, creation and translation of institutional audiovisual content
- Copy writing and editing, e-mailing and communications
- Creation and execution of communication campaigns & events
- Support in press, institutional relations and events department
- Coordination of education, inclusion and youth EU projects

Junior Account Executive | Aleph Comunicación
January 2022 - October 2022

- Media monitoring and relations
- Creation of clipping and client reports
- Planning and implementation of communication and PR campaigns
- Writing and translation of press releases and press releases
- Daily relationship with media, influencers and audiences of interest
- Writing and creating content
- Marketing and advertising consultancy and strategy
- National and international clients (Canon, Oracle, Santander Bank)

Skills & Tools

Design tools: Adobe CS, Canva
Project management systems: Notion, Trello, Asana
Data visualization systems: Tableau
CMS: Wordpress, Prestashop
DBMS: Augure, Mailchimp, Mediaddress, Odoo, Campaign Monitor
Social media management tools: Metricool, Buffer, Hootsuite

Educational background

Master's Degree in European Union
European Institute of Bilbao | 2021 - 2023

Master's Degree in Digital Marketing and Social Media
Complutense University of Madrid | 2021 - 2022

Bachelor's Degree in Journalism
Complutense University of Madrid | 2016 - 2021

Multidisciplinary Communication Studies | Erasmus Programme
University of Tampere | 2019 - 2020

Languages

Spanish: mother tongue
English: C1
French: B2.2
German: A1