

GABRIELA NADAL

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PROFESSIONAL SUMMARY

Versatile bilingual Marketing Strategist with a passion for content creation, social media strategy, and digital storytelling across all communication channels. Driven by the mission to transform visual ideas into breakthrough, Innovative and Impactful stories that connect brands with their audience.

EDUCATION

IE BUSINESS SCHOOL

MADRID, SPAIN

Master's in Creative Direction, Content and Branding

SEPTEMBER 2023 – JULY 2024

- Led a team of six for a renewable energy foundation in partnership with LLYC, designing a high engagement rate of 7.22% engagement rate on YouTube channel.

EAE BUSINESS SCHOOL

MADRID, SPAIN

Master in Marketing Management and Sales

SEPTEMBER 2022 – NOVEMBER 2023

- Developed a business plan for an innovative education approach for a start-up school in Las Rozas conducting research, identifying user needs, and proposing innovative solutions based on real world universal needs.

UNIVERSIDAD DEL SAGRADO CORAZÓN

SAN JUAN, PUERTO RICO

Bachelor's degree in Advertising with a minor in Marketing

AUGUST 2015 – NOVEMBER 2022

- Executed the strategic rebranding and advertising campaign for a hospital, leveraging cross-functional collaboration, critical thinking, and digital marketing to strengthen brand identity and community trust.
- Awarded Cum Laude with a GPA of 3.66.

PROFESSIONAL EXPERIENCE

CCC, CTCY REAL ESTATE AND C&L GROUP LLC.

SAN JUAN, PUERTO RICO (REMOTE)

Social Media Manager Freelancer

AUGUST 2022 – PRESENT

- Executed data-driven social media strategies via Meta Business Suite, achieving a 141.9% increase in link clicks, 72% growth in video views (4.1M), and expanding reach to 625.6K users.
- Enhanced engagement by 128.6% through optimized content calendars, targeted messaging, and high-performing formats that aligned with audience behavior.
- Analyzed and reported campaign performance weekly, leveraging insights to refine paid and organic strategies, improve ROI, and support growth.

SOCIALMOOD AGENCY

MADRID, SPAIN

Marketing Specialist, <https://www.socialmood.com>

SEPTEMBER 2024 – FEBRUARY 2025

- Analyzed and tracked campaign benchmarks using Microsoft Office Suite, contributing to a 20%+ improvement in campaign performance through ongoing optimization and reporting.
- Collaborated closely with cross-functional teams to design and execute marketing campaigns, enhancing teamwork and increasing campaign efficacy.
- Led social listening and strategic partnership initiatives, resulting in a 15% increase in audience engagement and improved brand perception across digital channels.

INVISION MEDIA

MADRID, SPAIN

Social Media Manager, www.invisionmediapr.com

AUGUST 2022 – MARCH 2023

- Created, directed photoshoots and scheduled content for prestigious clients from doctors to the main malls and restaurants in Puerto Rico while accomplishing monthly account growth and international expansion goals from Florida to Puerto Rico through value-add differentiation.

LANGUAGES

- Spanish (Native). • English (Native). • Italian (B2 Intermediate).

IT SKILLS

- MS Office. • Microsoft Office. • Click-up. • Notion. • Asana. • Figma. • Canva. • Capcut. • Google Analytics. • Meta Business Suite. • WordPress. • Semrush. • Social Media Networks.