



PERSONAL INFORMATION

Name **GISELA YLL PICÓ**
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Date of birth 22/10/1990

PROFESSIONAL EXPERIENCE

Period July 2018 – Current
Company **eDreams Odigeo**
Business sector Online Travel Agency
Position Social Media & Content Specialist Spain
Main duties Social campaigns and contest management, paid social campaigns, community management, analytics reporting. Content management and SEO writing for www.edreams.es/blog

Period July 2016 – January 2018
Company **FloraQueen**
Business sector Flowers & Gifts e-commerce
Position Content & Community Manager Spanish Domain
Main duties Content management and writing for the site www.floraqueen.es and www.floraqueen.es/blog with SEO techniques. Community management, influencers, linkbuilding and offline campaigns.

Period May 2016 – July 2016
Company **Lavinia Interactiva**
Business sector Online communications agency
Position Content Manager Novartis
Main duties Content management of www.medicamento.es, a Novartis' web for doctors: event uploading, web streaming, email marketing, analytics reports, database management, user support.

Period September 2015 – April 2016
Company **Beople**
Business sector Online communications agency
Position Content Manager and social media
Main duties Content writing, management and planning for Agbar's CEO personal blog and social media profiles at www.angelsimon.com. Other websites: www.acuorum.com, www.hidroblog.com

Period March 2015 – November 2015
Company **Madison Events**
Business sector Hospitality Events
Position Community Manager
Main duties Defined and implemented the company's corporate online strategy starting from scratch: benchmarking, content planning, online branding, social profiles management, analytics reports.

Period	September 2014 – August 2015
Company	Editorial Planeta
Business sector	Publishing House
Position	Communications and online marketing
Main duties	Launching of books and app's campaigns, online and offline. Planning and implementation of online marketing campaigns, analytics reporting, influencers' management. Press office duties.
Period	March 2013 – July 2014
Company	ESADE Alumni
Business sector	College education
Position	Webmaster, online branding and community manager
Main duties	Content management of ESADE Alumni's website, email marketing, community management.
Period	October 2012 – February 2013
Company	Televisió de Catalunya (TV3)
Business sector	Mass Media
Position	TV News intern
Main duties	Daily news shooting, writing, editing and multimedia post-production.

EDUCATION

Period	2014 - 2015
Educational Institution	Universitat Pompeu Fabra - IDEC
Degree obtained	Digital Strategic Communications Postgraduate
Period	2008 - 2013
Educational Institution	Universitat Autònoma de Barcelona
Degree obtained	Journalism Bachelor Degree
Period	July 2011 – December 2011
Educational Institution	San Diego State University – SDSU
Subjects learned	(Scholarship granted by Universitat Autònoma de Barcelona) 4 th year journalism degree's fall term subjects

LANGUAGES

NATIVE LEVEL	Catalan and Spanish
OTHER LANGUAGES	English Certificate in Advanced English (CAE) International English Language Testing System (7 points over 9) French MERC B1

SOCIAL SKILLS

Team working abilities and interpersonal skills

ORGANIZATION SKILLS

Problem-solving attitude, advance organization and planning skills
Improvement spirit and great learning capacity.

COMPUTER SKILLS

User level knowledge of Windows, MacOS and Microsoft Office.
Wordpress, Photoshop, Mailchimp, Google Analytics, Google Adwords, Hootsuite, InDesign

CREATIVE SKILLS

Twice awarded the literary contest *Llacuna de la Murtra Gavà* (2001 and 2005)
Writing competition winner of *Jóvenes Talentos Coca-cola* 2004

DRIVING LICENSE

Driving license type B