



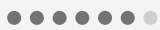
Gisela Yll Picó

DIGITAL COMMS SPECIALIST

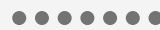
- Cornellà de Llobregat
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- giselayllpico@gmail.com
- www.giselayll.com
- www.escribirparaver.com
- /giselayll

LANGUAGES

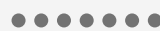
English (C1)



Spanish (Native)



Catalan (Native)



French (B1)



SKILLS

- Copywriting
- SEO Content
- Social Media
- CMS
- Email Marketing
- Analytics
- Creativity
- Team-player
- Problem-solver
- Detail-oriented

WORK EXPERIENCE

Content & Social Media Manager

Miriam Quevedo

Jan 2022 - Present

- Copywriting for online & offline touchpoints
- SEO writing and content management for miriamquevedo.com
- Social Media management, influencer marketing, email marketing

Social Media & Content Specialist

eDreams Odigeo

July 2018 - Dec 2021

- Social media and contest management, social paid campaigns
- Influencer marketing, community management, analytics reporting
- Copywriting, SEO writing for www.edreams.es/blog

Content & Community Manager

FloraQueen

July 2016 - Jan 2018

- Content management and SEO writing for the site www.floraqueen.es and www.floraqueen.es/blog
- Community management, influencer campaigns, linkbuilding

Content Manager & Social Media

People Agency

Sept 2015 - Jun 2016

- Content writing, management and planning for Agbar's CEO personal blog and social media profiles at www.angelsimon.com
- Other websites managed: www.acuorum.com, www.hidroblog.com

Social Media & PR

Editorial Planeta

Sept 2014 -Aug 2015

- Launching of books and app's campaigns, online and offline
- Press office duties and PR campaigns, influencer marketing

Webmaster Assistant

ESADE Alumni

March 2013 -Jul 2014

- Content management of ESADE Alumni's website
- Email marketing, alumni database, community management

EDUCATION HISTORY

Digital Communications Postgraduate

2014 - 2015

Universitat Pompeu Fabra - IDEC

4th year Journalism fall term

June- Dec 2011

San Diego State University

Journalism Bachelor Degree

2008 - 2013

Universitat Autònoma de Barcelona

ACHIEVEMENTS

- Driving license type B
- Twice awarded with the literary prize Llacuna Murtra Gavà
- Awarded with the literary prize Jóvenes Talentos Coca-cola