ESMERALDA NANGULLASMÚ

Digital Marketing and Social Media Strategy

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EXPERIENCE

Digital Marketing Intern | Warner Music Spain
May - Dec 2024 | Madrid

- Supported paid media on Meta, TikTok, Spotify, etc. for artistas such as Linkin Park, Luis Miguel, Dani Fernández, Nil Moliner, etc. creating awareness of new singles, albums and products available in Spain.
- Identified and tracked TikTok trends and UGC content relevant to Spain and LATAM audiences.
- Sent branded e-cards via Salesforce to engage fan communities on a weekly basis.
- Created artist profile pages for new signings on the corporate website and updated content.
- Generated linkfires for album sales across online stores and for promoting single releases on streaming platforms.

Content Creator and Community Manager | Kuna - Estrategia y Comunicación
Feb - Apr 2021 | Remote

- Designed visuals to engage audiences and promote agency's services on Instagram, Facebook and LinkedIn.
- Edited Instagram Reels showing Kuna's portfolio.

FREELANCE PROJECTS

Paula Espinosa's Project Development

- Provided customer-oriented support by ensuring smooth collaboration and addressing needs in real time.
- Created a moodboard and the creative concept for the music video of 23, the album's lead single.
- At the moment, we are developing a digital strategy for the new era of 2025.

Web Design for Emperatriz del Drama Records

- Redesigned and developed the official website based on the brand's monochromatic logo.
- Created each artist profile and kept it updated when there was a new single.
- Prioritized clarity between the store and the record label for clear and engaging navigation.

Cayena's Single Release by Ariam

- Collaborated in the development of "Cayena", the debut single introducing Ariam's EP and her artistic identity.
- Designed and executed a social media content strategy, resulting in a 300% increase in Spotify streams and 20% follower growth on Instagram.
- Worked as the still photographer on set, capturing promotional images for digital and press use.

EDUCATION

Universidad Francisco de Vitoria & Warner Music Spain
PG of Music Business and Industry | Jan 2024 - July 2024

- Specialized in the music industry, learning about digital marketing, royalties, song synchronization, promotion strategies for artists and more.
- Awarded Best Project for Cayena.

Universidad Francisco de Vitoria & Warner Music Spain
PG Music Production | Sept 2023 - Jan 2024

- Worked on the music production and songwriting of Doloroso by Ani Queen.
- Gained proficiency in Logic Pro and Pro Tools.

Tec de Monterrey
BA Communication and Digital Media | Ago 2017 - Dec 2021

- Obtained three certifications during my studies: Social Media and Digital Strategy; Digital Media Production; and Film Production and Directing.
- Participated in several audiovisual productions including music videos.
- Developed a social media strategy for Managers Anónimos and Siddhartha (Mexican artist).
- Gained international experience studying digital marketing at Audencia SciencesCom in France.

TOOLS & SOFTWARE

- Microsoft Office and Google Workspace.
- Adobe Suite: Premiere Pro, Illustrator, Photoshop, Indesign.
- Canva, Slack, Monday.
- Music production: ProTools and Logic Pro.
- Salesforce.

LANGUAGES

- Spanish - Native.
- English - Advanced.
- French - Beginner.

ADDITIONAL SKILLS

- Teamwork.
- Organization & Communication.
- Content Creation.
- Digital Strategy.
- Creative Thinking.
- Customer Service.