

LUCÍA VARELA

DEGREE IN ADVERTISING AND PUBLIC RELATIONS



SKILLS

- Graphic & Art Design, Advertising, Marketing, Event Management, Public Relations... **Any area related to the world of art!**
- **Language.** Spanish (fluent), English (intermediate), Galician (fluent).
- **Digital Tools:**
 - Graphic and editing programs (Adobe PhotoShop, Illustrator, Canva).
 - Microsoft Office package programs.
 - Content Management Systems (WordPress, SEMRush, Hootsuite, Giphy, Mailchimp, Shopify, Meta Business Suite) and much more to learn!

WORK EXPERIENCE

- **UNIVERSITY INTERSHIP AT CLICKAGE S.L.** 02.2021 - 03.2021

I've been practising working at this company specialized in Digital Marketing. Here, I have been trained in **digital communication strategy, social media marketing** and **social ads**. I also **managed social networks** for companies in different vertical sectors.

I learned **how to measure the impact of communication and analyze it**. Basic notions about **organic and paid positioning**, buying advertising space by programmatic.

- **FEUGA SCHOLARSHIP AT ESTEREA COMUNICACIÓN DIGITAL** 11.2021- 11.2022

FEUGA scholarship for 12 months at Esterea Comunicación Digital.

I've been responsible about some activities such as **design complete digital marketing strategies**; multilanguage website translations; design simple websites and landing pages **implement technical improvements OnPage SEO**; design **link building strategies**.

Furthermore, I have delved into **content planning, managing digital marketing accounts** and learning more in detail how **SEO, SEM** and **Community Management services** are provided, as well as **digital marketing analytics support**.

PROFESSIONAL PROFILE

I'm a person who is **fluent in languages, responsible**, organized, **dynamic** and a **totally art lover** in general. I can easily adapt myself to different fields of work, with potential in group work and special interest in marketing, fashion, graphic and arts design, and everything related to artistic themes and brand strategy.

EDUCATION

IES ESCOLAS PROVAL | SPAIN 2013-2015
Bachelor of Humanities and Social Sciences

ESCOLA SUPERIOR GALLAECIA | PORTUGAL 2015-2017
Architecture and Urban Planning

UNIVERSITY OF VIGO | SPAIN 2017-2021
Degree in Advertising and Public Relations

- ♥ Final thesis based on experiential marketing: **"Retailtainment: turning the point of sale into a fun space"**.



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Portfolio

