María Florencia Santana

Digital Marketing · Content & SEO · Social Media

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PROFESSIONAL PROFILE

Advertising and Public Relations graduate (University of Alicante, 2026) working in digital marketing and content at an IT services company. 3+ years of hands-on social media and content experience across B2B and B2C (LinkedIn, Instagram). Actively building skills in SEO, content strategy and paid media. Looking for a junior marketing or communications role with room to learn across areas: content, SEO, campaigns and analytics.

I would welcome the opportunity to become part of your team. While I recognize that I may not yet have all the required qualifications, I am highly motivated, eager to learn, and committed to continuously developing my skills. In a constantly evolving world, I believe adaptability, curiosity, and a willingness to grow are just as important as experience.

KEY SKILLS

Content & Strategy: content strategy, content calendars, copywriting, storytelling, B2B and B2C marketing, blog writing

Channels: LinkedIn, Instagram, Facebook, Meta Business Suite / Creator Studio

Tools: Canva, Figma, Adobe Illustrator, Microsoft Office

Currently developing: SEO, Meta Ads, LinkedIn Ads, Google Analytics 4

WORK EXPERIENCE

Digital Marketing & SEO Assistant — Solventus Software (IT services) *July 2026 – Present*

- Contribute to digital marketing strategy: positioning, channel plans and content calendars for LinkedIn and Instagram.
- Write blog articles for the corporate website and adapt them into social content (posts and carousels) aligned with the brand identity.
- Support client social media management.
- Learning SEO from scratch and applying it to the company's content strategy.

Communications Intern — LinkedIn Content — Mediterranean Algae (300-hour internship) *Mar – Jun 2026*

- Wrote LinkedIn content for two B2B company profiles (Marine Actives and Blue Tech), including carousels and video, adapting tone to a technical audience.
- Built the content calendar and contributed to a brand philosophy campaign and materials for events.

Social Media Manager (freelance) — Crush Café *June 2025 – January 2026*

- Ran the Instagram account end to end: photo and video production, graphic design and copywriting.
- Designed and maintained the content calendar; answered comments and messages to drive community engagement.

Social Media Manager (freelance) — @revolutionbody_ (education / fitness) *May 2024 – July 2025*

- Fully responsible for the account: audiovisual production, banner design, copywriting, outreach to collaborators and the content calendar.

Community Manager Assistant — Merades *February 2023 – September 2024*

- Managed social media interaction for several clients simultaneously, meeting deadlines and goals for each account.
- Produced photo, video and graphic design (posters, banners, flyers) for campaigns and digital ads.
- Proposed campaign ideas, coordinated promotions and paid campaigns, and built relationships with media, influencers and collaborators.

EDUCATION

Bachelor's Degree in Advertising and Public Relations — University of Alicante *September 2022 – June 2026*

FEATURED PROJECT

Naming and Advertising Proposal — Tasteo (hospitality app) — University project *May 2025*

- Created a name, logo, colour palette and advertising copy; part of the proposal was implemented by the brand.

FURTHER TRAINING (IN PROGRESS)

Meta Social Media Marketing Professional Certificate — Coursera · Pilares de Marketing Digital (Digital Marketing Foundations), Universidad Austral — Coursera · Canvas to Camera: DIY Video Marketing for Creatives — Skillshare

LANGUAGES

Spanish — native · English — C1 (C2 in spoken interaction) · Dutch — A1

Authorised to work in Spain · Argentine, based in Spain for 6+ years; comfortable in intercultural settings.