

María Emilia Polo Bravo_

Marketing & Communications Lead

-  **Connecting People & Brands | Communication & Strategy**
-  **Driving engagement and growth**
-  **across global organisations**

My Resume



María Emilia Polo Bravo
Marketing & Communications Lead

Strategic Communication ·
Digital Strategy · Brand & Content ·
International Coordination

About Me

Marketing and communications professional with 7+ years working across internal communications, digital strategy, brand development, growth & performance marketing and content ecosystems for organisations operating across multiple regions. Every initiative begins with the same question: what the audience already knows, and what actually needs to change.

Key Achievements

- Sustained communication impact across five LATAM offices (the two largest with 200+ professionals).
- +78% LinkedIn growth
+205% Instagram
+97% organic traffic
+37% engagement & x18 increase in visits on Google Ads.
- Contributed to how the organisation communicates (internally, to talent & externally) working closely with Partners, HR & R&D.

Core Skills

Strategic Communication & Digital Marketing



Brand Management & Content Strategy



Internal Communications & Employer Branding



Social Media Strategy & Inbound Growth



SEO, SEM & Digital Performance Analytics (GA4)



Cross-regional Coordination & Stakeholder Engagement



Project & Multichannel Campaign Management



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Internal Communications & Employer Branding

One narrative, from internal messaging to how the organisation is seen by talent

Experience Overview

Role: Marketing & Communications Lead at Management Solutions
Location: Madrid, Spain
Period: June 2019 - August 2020 & September 2021 – present [5 years]
Area: Marketing, Communication & Social Media

Interpret business priorities and specialist input from HR, R&D, Partners and senior stakeholders, translating them into internal narrative aligned with corporate guidelines, extending into employer branding, onboarding, and culture and engagement initiatives connected to what the organisation is actually doing.

Key Responsibilities

-  **Interpret organisational priorities, cultural values and strategic direction**, and translate them into a communication approach that others can act on.
-  **Shape that interpretation (priorities, culture and direction together) into messaging** for leadership, HR and strategic areas, in Spanish and English, without losing meaning for international audiences.
-  **Partner with senior stakeholders to translate** organisational, technical and R&D input into internal communication that keeps global teams informed and aligned.
-  **Develop employer branding and onboarding communication** that shapes how candidates and employees experience the organisation across offices.
-  **Coordinate culture and engagement initiatives**, keeping them tied to organisational purpose rather than run as standalone campaigns.
-  **Maintain editorial and visual standards across internal channels**, so nothing drifts by format, team or region.
-  **Facilitate cross-functional collaboration** so internal communication stays connected to corporate priorities, transformation agendas and strategic initiatives, rather than operating in isolation.

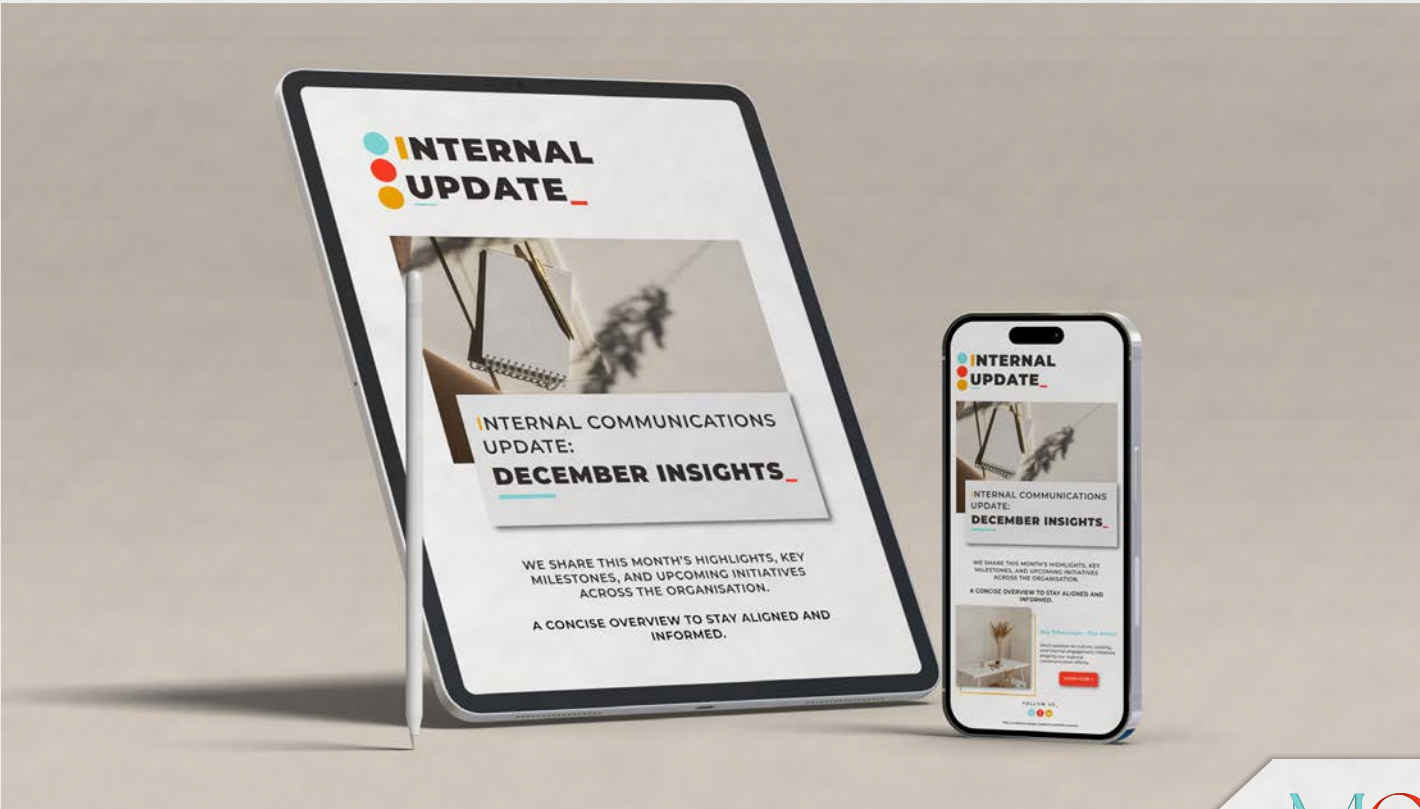
Key Achievements

-  **Sustained internal narrative across 53 offices and 4,000+ employees globally**, while coordinating activity-level communication directly for five LATAM offices.
-  **Established employer branding and onboarding communication** now used consistently across the organisation's hiring and integration process.
-  **Became the point of translation between R&D, technical areas and the rest of the organisation**, turning specialist content into something leadership and employees could genuinely understand.
-  **Improved how internal channels performed**, with the same editorial quality holding across every region.
-  **Held one editorial voice across culture, talent, engagement and partner-led initiatives**, as part of the team responsible for internal content.

Tools Used

- **Adobe InDesign, Photoshop & Illustrator** (internal assets, corporate templates).
- **PowerPoint** (corporate presentations, partner messaging decks).
- **MS Office Suite** (internal comms materials, coordination docs).
- **Microsoft Teams & SharePoint** (distribution, internal pages & alignment workflows).
- **Microsoft Outlook** (internal mailings and newsletters).

*Concept mock-ups designed to illustrate my visual and editorial style in internal communications. Fully fictional content crafted for portfolio display.



Corporate Content & Social Media

Tools Used

A content system, governed by one standard, built for visibility at global scale

Experience Overview

Role: Marketing & Communications Lead at Management Solutions
Location: Madrid, Spain
Period: June 2019 - August 2020 & September 2021 – present [5 years]
Area: Marketing, Communication & Social Media

Corporate content strategy is developed, adapted and delivered across multiple channels and strategic areas, with editorial direction maintained by interpreting and applying guidance the organisation has already established. This takes form through work with senior leadership, HR, R&D and regional teams, turning complex topics into content people outside the organisation can actually follow, published across web and social media. Channel performance is tracked continuously through GA4, social analytics and search signals, guiding what gets prioritised next.



*Technical editorial content leveraged for external communication and multimedia storytelling.

Key Achievements



Contributed to a +97% increase in organic traffic through SEO-driven content strategy across web and social media.



Raised the organisation's visibility in the talent market through employer branding content across web, social media and recruitment events.



Positioned R&D and regulatory output as content adapted for web and social media, supported by SEO and performance tracking to reach audiences beyond the specialist areas that produced it.



Ensured multichannel storytelling execution served both campaign objectives and audience expectations.



Maintained one editorial standard across web, social media and multimedia formats, with nothing needing a separate approach per channel.

- **Adobe Creative Suite:** Photoshop, Illustrator, Premiere Pro, After Effects, InDesign (multimedia).
- **Drupal** (corporate web, content updates, external pages, resources).
- **Google Analytics 4 (GA4)** (performance and content insights).
- **Google Search Ads** (performance and traffic acquisition).
- **Social Media Publishing Tools** (native + internal workflows).
- **SEO optimisation** (on-page structure, content alignment & search visibility), **supported by SEMrush**.
- **Social media analytics** (performance monitoring and content optimisation).
- **Microsoft 365** (PowerPoint for visual narratives & content templates).

Key Responsibilities



Evolve content structures across web, newsletters and social media, in line with organisational messaging.



Apply editorial and visual guidelines across corporate platforms, keeping every published piece traceable back to the same standard.



Refine the employer branding content strategy for web, social media and recruitment events, strengthening the organisation's position and

attracting talent in a competitive market.



Engage with R&D and Partners to turn technical insights, regulatory developments and industry analysis into content that's **clear and compelling** for a broader audience, published across web and social media.



Develop multichannel storytelling that adapts content across formats without losing its connection to external communication objectives.



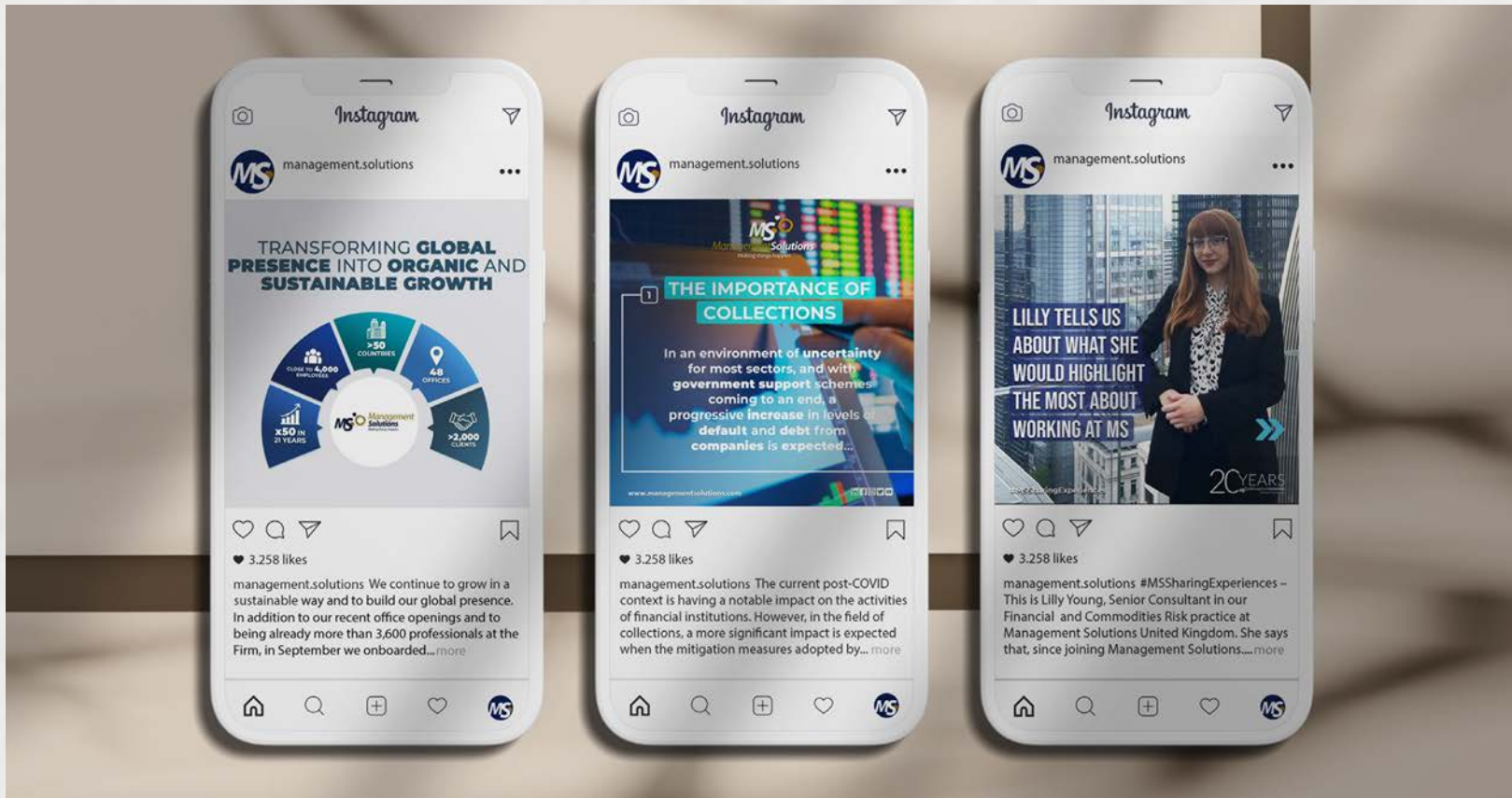
Foster a consistent direction across content that supports events, employer branding, corporate reputation and strategic initiatives.



Contribute to communication strategy by reading how content performs across platforms, audiences and indicators, and adjusting direction accordingly.

Content Showcase | Corporate Content & Social Media

A curated selection of corporate content across social, web and multimedia platforms



Corporate positioning
Global presence & sustainable growth

[View post](#)

Thought leadership
Technical insights adapted for social media

[View post](#)

Employer branding
People-led storytelling & culture

[View post](#)

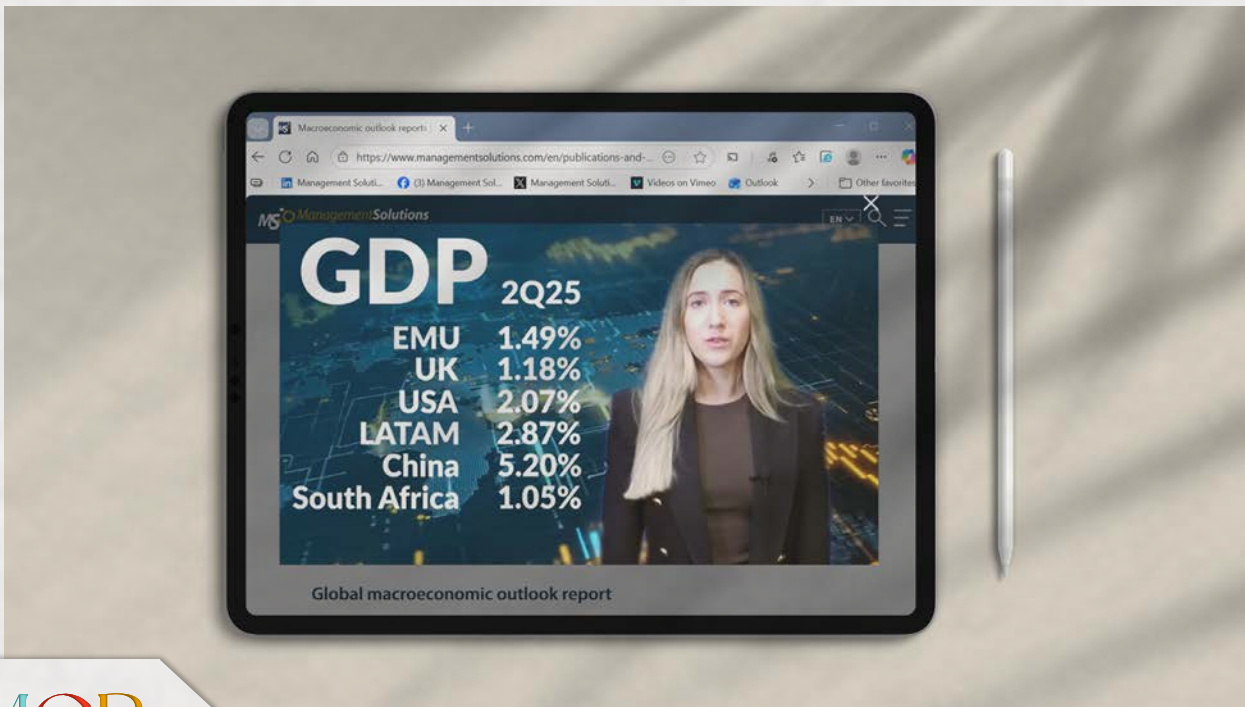


Thought leadership
Strategic storytelling on energy transition

[View video](#)

Industry insights
Complex topics translated into accessible narratives

[View video](#)



R&D insights
Quarterly macroeconomic outlook adapted for global audiences

[View video](#)

From insights to narrative
Translating expertise, people and corporate positioning into content that actually reaches audiences outside the organisation.

Regional Strategy & Alignment (Latin America)

Cross-office coordination, stakeholder management and global strategy

Experience Overview

Role: Marketing & Communications Lead at Management Solutions
Location: Madrid, Spain
Period: June 2019 - August 2020 & September 2021 – present [5 years]
Area: Marketing, Communication & Social Media

Coordinate brand and communication execution across five Latin American offices, acting as the central point between headquarters and regional teams. This includes supporting external industry events, employer branding and corporate initiatives, with systems in place that let each office execute locally without losing visibility or quality across internal and external channels.

Key Responsibilities



Brand governance for LATAM

Safeguard HQ brand standards across five Latin American offices, supervising adaptations and approvals to preserve them at scale.



Onboarding & welcome systems

Oversee the design and production of onboarding materials for new hires, ensuring what's produced locally meets HQ standards.



External industry events visibility

Enable five LATAM offices to deliver industry events that increase local visibility and market presence, supporting planning from pre-event promotion to post-event storytelling.



Event communication systems

Provide ready-to-use communication packs for external events, ensuring every country works from the same baseline.



HQ–Office bridge

Act as the coordination point between headquarters, partners and five Latin American offices, translating corporate direction into communication each market can execute.



Approval & budget alignment

Manage partner-led approval processes by consolidating event proposals and budgets, enabling informed decisions across the region.



Alignment across diversity

Maintain one narrative and visual direction across multiple countries, cultures and time zones, while respecting the realities of local execution.

***HQ-aligned onboarding system enabling consistent brand experience across five LATAM offices — locally produced.**



Key Achievements



Gave five LATAM offices the structure to execute branding on their own, without losing alignment with HQ standards.



Extended the visibility of local industry events beyond their own market, without diluting the brand's strength at a global level.



Standardised the onboarding experience for new hires across five countries, regardless of location.



Reduced dispersion between headquarters and five markets, so decisions moved faster and messaging stayed aligned.



Reduced variability and improved efficiency across offices by turning what worked in one market into a process others could reuse.

Tools Used

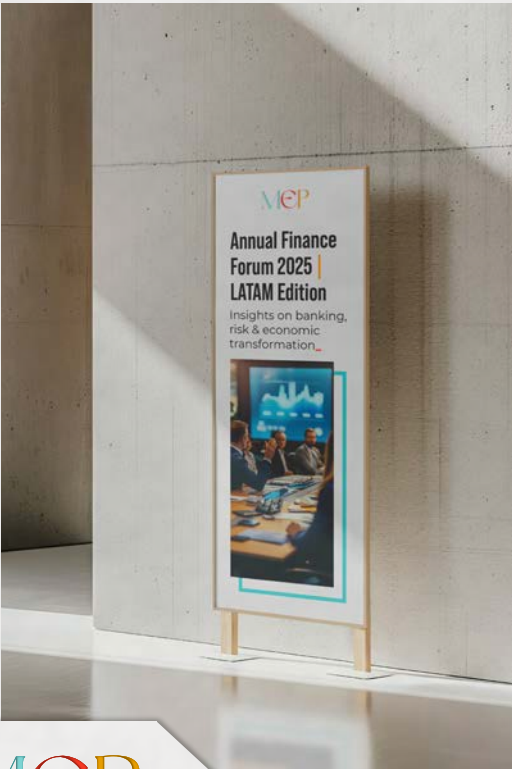
- **Adobe InDesign, Photoshop & Illustrator** (regional templates, welcome kits, mock-ups and brand assets).
- **PowerPoint** (HQ concepts translated into local packs for events and internal initiatives).
- **Microsoft Teams & SharePoint** (cross-office coordination, asset distribution and alignment workflows).
- **Internal CMS & corporate platforms** (post-event content, internal news and visibility).
- **Social media management tools** (corporate publication and regional alignment).

Brand Systems for Market Execution | Regional Strategy & Alignment (Latin America)

Scalable frameworks across physical and digital touchpoints, designed to enable local execution while safeguarding brand, narrative and corporate visibility

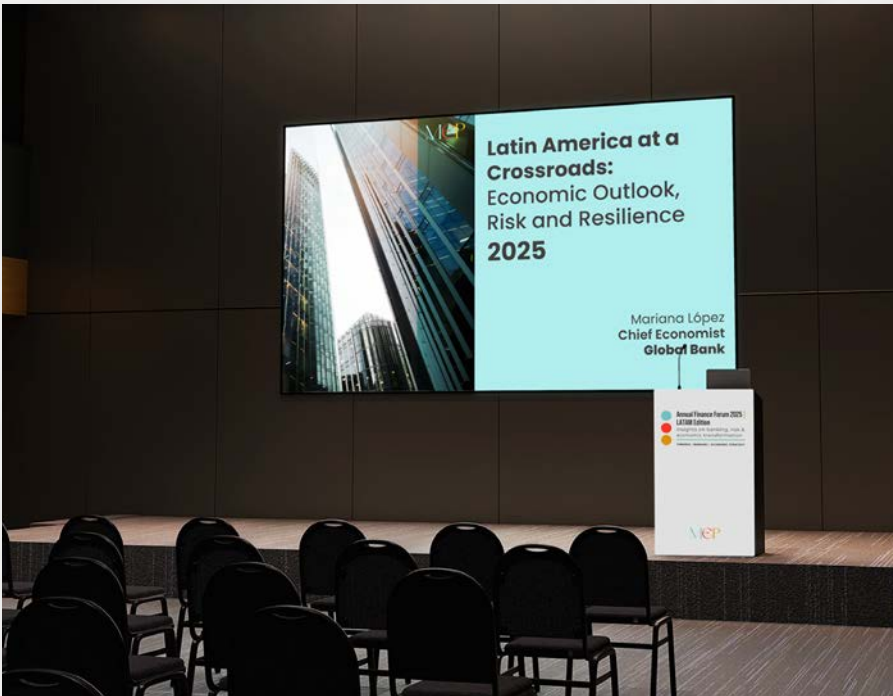


*HQ-aligned event branding designed for external industry environments, ensuring consistent corporate presence across regional forums – locally produced.



*Exterior brand signage designed to extend event visibility beyond the main venue, ensuring consistent corporate identification across access points, shared spaces and external environments.

*Freestanding promotional totem designed for cross-event visibility, supporting early awareness and 'save the date' communication across industry forums and external corporate environments.



*Integrated stage communication system designed for executive-level forums, combining keynote visuals, speaker identification and on-site brand presence – fully aligned with HQ narrative and adaptable to local event formats.

*Integrated HQ-aligned event communication framework across digital touchpoints – from landing page to email and social amplification – designed for scalable regional execution.



Brand Strategy & Identity Development

Creative direction, messaging, content ecosystem and visual identity



*Integrated social feed system translating brand positioning into a coherent, lifestyle-driven visual grid and content structure. *Click on the screen to view full Instagram feed.*

-  Establish storytelling formats that reinforce brand values, lifestyle positioning and community engagement, across social media and beyond.
-  Set content priorities based on what best serves brand positioning and business objectives.
-  Own brand identity execution, verifying it remains aligned with commercial objectives once produced.

Experience Overview

Role: Marketing, Communications & Social Media Specialist
Location: Madrid, Spain
Period: January 2021 - August 2021
Area: Marketing, Communication & Social Media

Define and ground OnlyVegan’s brand identity by translating an existing retail concept into an expression built for social media, e-commerce and digital touchpoints. Develop creative direction, messaging and content structures to consolidate brand positioning and long-term community building within the plant-based consumer space.

Key Responsibilities

-  Evolve the brand’s visual identity across all consumer-facing channels, maintaining a single recognisable expression throughout.
-  Craft the brand’s messaging, tone of voice and content pillars, aligned with its lifestyle positioning.
-  Structure and implement the systems behind multimedia content production, from concept through to final output.
-  Design content systems that adapt across formats, campaigns and channels.

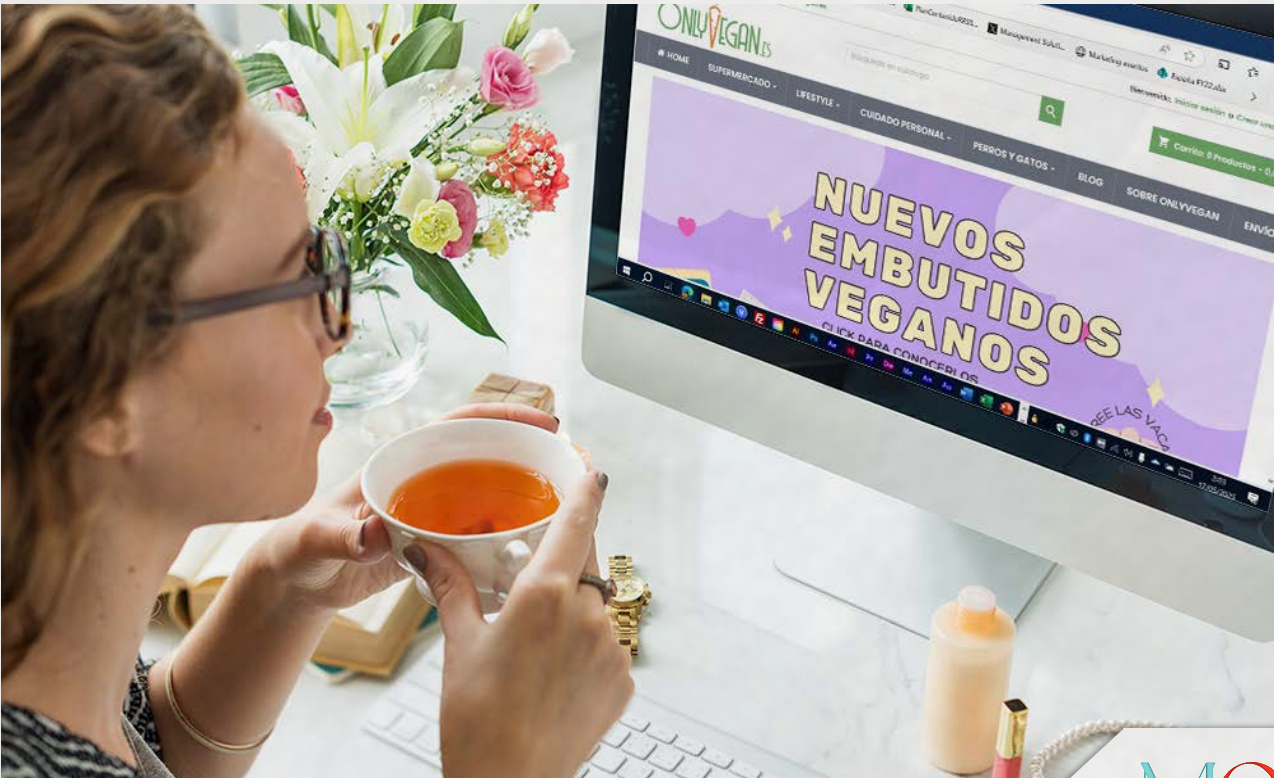
Key Achievements

-  Anchored the brand’s recognisable presence across social media and digital channels from day one.
-  Positioned the brand clearly within the plant-based lifestyle and retail landscape.
-  Made the brand instantly recognisable, no matter which campaign or format it appeared in.
-  Deepened the connection between the brand and its audience through lifestyle-driven storytelling
-  Built a digital community from zero, for a brand with no existing audience to start from, grounded in brand values.

Tools Used

- Adobe Creative Suite:** Photoshop, Illustrator, Premiere Pro, After Effects, InDesign (visual identity and multimedia content).
- PrestaShop** (website, blog and product-related content management).
- Social Media Publishing Tools:** Hootsuite (content planning, scheduling and community management).
- Collaborative Workflow Tools:** Trello (task management, prioritisation and team coordination).
- Mobile content production tools** (in-house photography and video creation for social and product visuals).

*Brand expression applied across web and digital consumer touchpoints, connecting visual identity, product storytelling and lifestyle context. *Click on the screen to view full walkthrough.*



Paid media, community building, e-commerce optimisation and product visuals

Experience Overview

Role: Marketing, Communications & Social Media Specialist
Location: Madrid, Spain
Period: January 2021 - August 2021
Area: Marketing, Communication & Social Media

Activate OnlyVegan’s brand presence by translating identity and content strategy into growth-oriented initiatives across social, community and e-commerce. Organic and paid activation, community engagement and platform optimisation are integrated to drive brand visibility, consumer connection and revenue objectives. Decisions are informed by social media analytics and search-based performance signals derived from Google Search Ads.

Key Responsibilities

- 

Execute growth-oriented content and activation strategies, increasing visibility, engagement and qualified traffic across owned and paid touchpoints.
- 

Manage paid media activation across social platforms, aligning targeting with brand positioning and campaign objectives.
- 

Optimise the e-commerce experience to improve navigation, product presentation and the overall customer journey.
- 

Coordinate organic and paid initiatives so brand storytelling, community engagement and performance goals move in the same direction, guided by channel signals.
- 

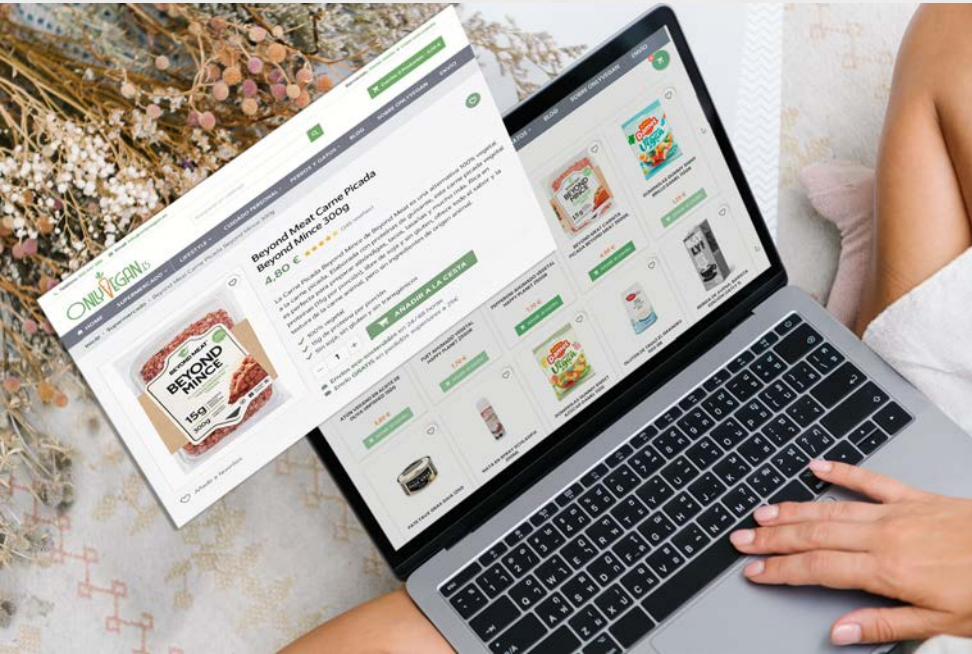
Drive community building initiatives, fostering interaction and conversation around the brand.
- 

Ensure content and visuals support both **traffic acquisition and on-site engagement**.
- 

Monitor digital initiatives against new performance data and audience behaviour, reallocating effort accordingly.



*Integrated social and paid media execution driving visibility, engagement and traffic acquisition. *Click on the left screen to view the video ad in context.*



*E-commerce optimisation and product presentation aligned with brand positioning and digital journeys focused on conversions.

- **Meta Ads (Instagram & Facebook)** (paid media activation and traffic acquisition).
- **PrestaShop** (e-commerce optimisation, website and blog content management).
- **Google Search Ads** (search-based traffic acquisition).
- **Social media analytics** (engagement, reach and conversion signals).
- **Social Media Publishing Tools: Hootsuite** (content planning, scheduling and community management).
- **Adobe Creative Suite: Photoshop, Illustrator, Premiere Pro, After Effects** (campaign creatives and product visuals).
- **Collaborative Workflow Tools: Trello** (task management, prioritisation and execution).

Key Achievements

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Integrated content, community and paid media into one coordinated operation, contributing to **+45% engagement and +30% organic reach**.
- 

Grew audience reach through coordinated organic and paid activation, sustaining +25% retention over time.
- 

Increased social engagement by 60% through ongoing interaction rather than one-off campaigns.
- 

Improved the customer journey across owned channels, from first visibility to final conversion.

Let's Connect_

Strategic communication, brand development and digital performance, for organisations operating across multiple markets.



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- Open to global opportunities in
 - strategic communication,
 - internal comms and brand building.