

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

Strategic marketing and communications professional with 6+ years of experience leading internal communications, digital strategy, brand development and content ecosystems across global organisations. Skilled at driving visibility, engagement and cross-regional coordination while ensuring brand consistency and supporting corporate objectives.

Key Achievements

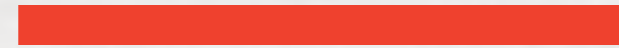
- Recurrent communication impact across LATAM offices (200+ professionals).
- +78% LinkedIn growth
+205% Instagram
+97% organic traffic
+37% engagement & x18 increase in visits on Google Ads.
- Co-developed strategic communications with Partners, HR & R&D.

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

Strategic communication frameworks, culture alignment & organisation-wide engagement

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

Support internal communication strategy and organisational culture by shaping, adapting and delivering narratives that reinforce identity, clarity and engagement across global teams. Collaborate with HR, R&D, Partners and senior stakeholders to translate strategic priorities and complex topics into accessible communication frameworks that align with corporate guidelines. Contribute to culture, talent and engagement programmes by ensuring coherent messaging, cross-regional alignment and high-quality internal communication assets.

Key Responsibilities



Interpret and apply internal communication frameworks that articulate organisational priorities, cultural values and strategic direction.



Shape ES/EN narratives for leadership, HR and strategic areas, ensuring clarity, cohesion and alignment across global audiences.



Partner with senior stakeholders to translate complex organisational, technical and R&D topics into accessible internal communication for global teams.



Support employer branding and onboarding communication through targeted, purpose-aligned messaging that enhances the candidate and employee experience across regions.



Coordinate culture and engagement initiatives, ensuring messaging consistency and alignment with organisational purpose.



Ensure the consistent application of editorial, visual and narrative standards across internal channels, maintaining coherence across formats, teams and regions.



Facilitate cross-functional collaboration to ensure internal communication supports corporate priorities, transformation agendas and strategic initiatives.

Key Achievements



Strengthen organisational cohesion by contributing to communication frameworks that improved clarity, alignment and cultural consistency across global teams.



Elevate the employee and candidate experience by supporting employer branding and onboarding communication that strengthened clarity, belonging and alignment across regions.



Embed organisational clarity by translating complex organisational, technical and R&D topics into accessible internal communication that supported leadership visibility and informed global teams.



Improve internal channel effectiveness by elevating editorial quality, narrative coherence and cross-regional alignment.

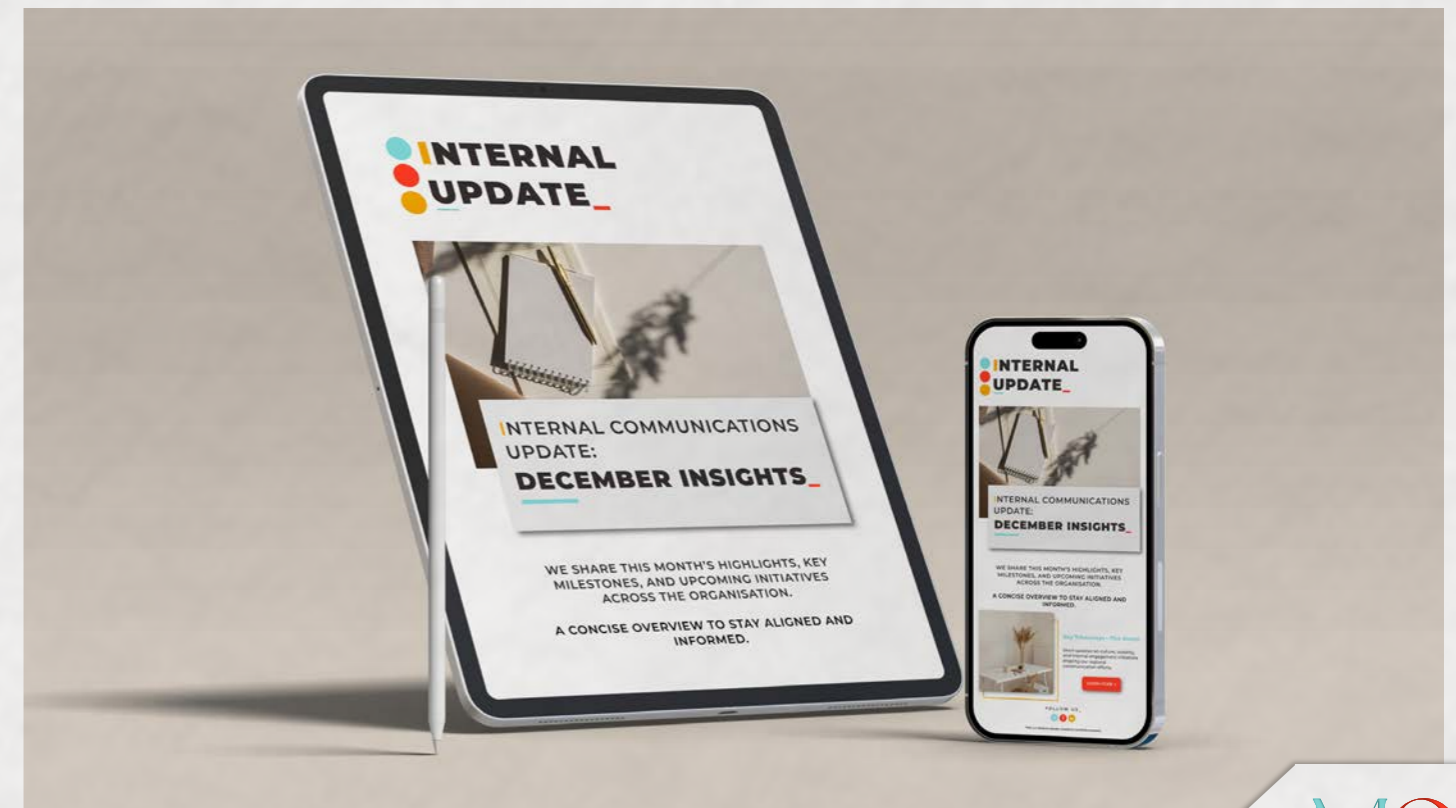


Contribute to corporate identity building by ensuring consistent messaging across culture, talent, engagement and partner-led initiatives.

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).

*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

Strategic content ecosystems, editorial governance & global digital visibility

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

Drive corporate communication strategy by developing, adapting and delivering high-quality content across multiple channels and strategic areas. Ensure editorial consistency, narrative coherence and brand alignment across corporate platforms by interpreting and applying global communication standards. Collaborate with senior leadership, HR, R&D and regional teams to transform complex topics into accessible, engaging and visually cohesive content that enhances the organisation's digital presence and thought-leadership positioning. Content effectiveness and channel performance are continuously monitored through social media analytics, GA4 insights and search-based performance signals to inform optimisation and editorial decisions.



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

Key Achievements



Expand the organisation's digital impact by structuring corporate content frameworks that improved consistency, accessibility and message clarity across channels.



Raise the organisation's talent brand by shaping employer branding content for digital channels and recruitment events, improving alignment with global attraction efforts.



Position complex technical and regulatory insights as accessible, high-value digital content by contextualising R&D outputs for publication across web, intranet and social media, supported by SEO optimisation and performance tracking.



Consolidate multichannel storytelling by aligning multimedia adaptations with external communication objectives and audience expectations.



Optimise content consistency by applying editorial and visual standards that reinforced narrative coherence across web, social media and multimedia formats.

- **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).
- **Social media analytics** (performance monitoring and content optimisation).
- **Microsoft 365** (PowerPoint for visual narratives & content templates).

Key Responsibilities



Evolve and structure corporate content frameworks across web, intranet, newsletters and social media, ensuring alignment with organisational messaging and communication standards.



Apply and maintain editorial and visual guidelines to maintain coherence, clarity and narrative consistency across corporate platforms.



Refine employer branding content for web, social media and university/recruitment events, strengthening visibility and alignment with global talent-attraction efforts.



Engage with R&D and Partners to shape and contextualise technical insights, regulatory developments and industry analysis into clear, high-quality content published across web, intranet and social media.



Develop multichannel storytelling by guiding the adaptation of multimedia assets (videos, animations, value-proposition capsules and digital materials) to external communication needs.



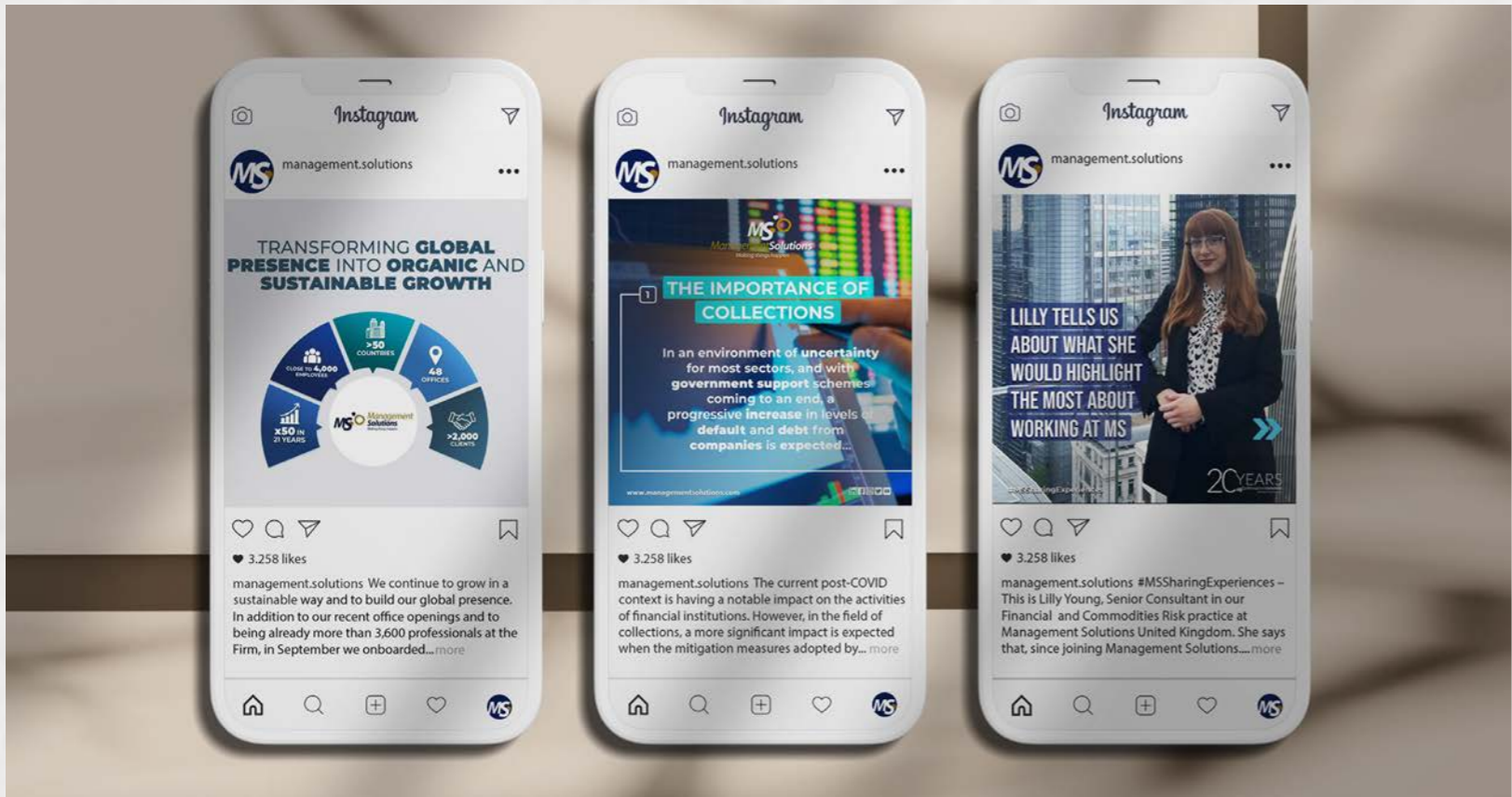
Foster narrative alignment across content supporting events, employer branding, corporate reputation and strategic initiatives.



Contribute to digital communication strategy by adapting content to platform dynamics, audience expectations and performance-driven insights, aligned with organisational objectives.

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](#)

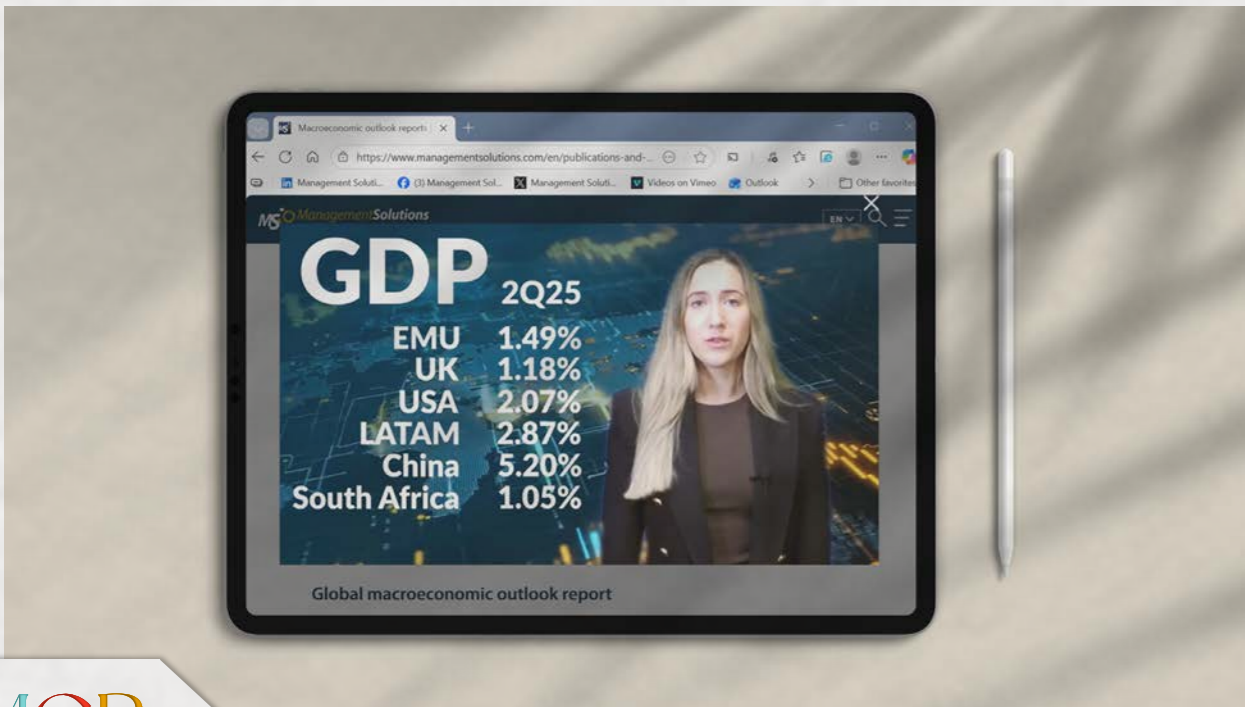


Thought leadership
Strategic storytelling on energy transition

[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 clear, accessible storytelling across channels.

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 a central hub between headquarters and regional teams. Support external industry events, employer branding and corporate initiatives by providing communication systems that enable local execution while ensuring consistent narrative, brand integrity and post-event visibility 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 brand integrity at scale.



Onboarding & welcome systems

Prepare and validate welcome kit artwork and mock-ups aligned with HQ standards, approving samples and final production with local teams.



External industry events visibility

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



Event communication systems

Provide ready-to-use communication packs for external events—invitation mailings, promotional posts, on-site branded assets and recap content—ensuring narrative coherence across countries.



Post-event corporate storytelling

Turn local activity into corporate visibility by publishing event recaps across internal and external web channels and social media.



HQ–Office bridge

Act as the coordination point between headquarters, partners and five Latin American offices, translating corporate direction into executable communication across markets.



Approval & budget alignment

Support partner-led approval processes by consolidating event proposals and budgets, enabling informed decisions and consistent regional governance.



Consistency across diversity

Maintain narrative and visual coherence across multiple countries, cultures and time zones while respecting local execution constraints.

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



Key Achievements



Establish a regional communication framework that enabled five Latin American offices to execute HQ-aligned branding autonomously while preserving corporate standards.



Transform local industry events into **corporate visibility** by structuring post-event editorial workflows across internal and external channels.



Standardise onboarding and welcome kit systems across five LATAM offices, ensuring a consistent brand experience for new hires in multiple countries.



Reinforce HQ–region alignment by acting as a **single communication bridge**, reducing fragmentation and improving narrative coherence across markets.



Build scalable regional execution by designing reusable communication packs for events and initiatives, increasing efficiency and consistency across offices.

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.

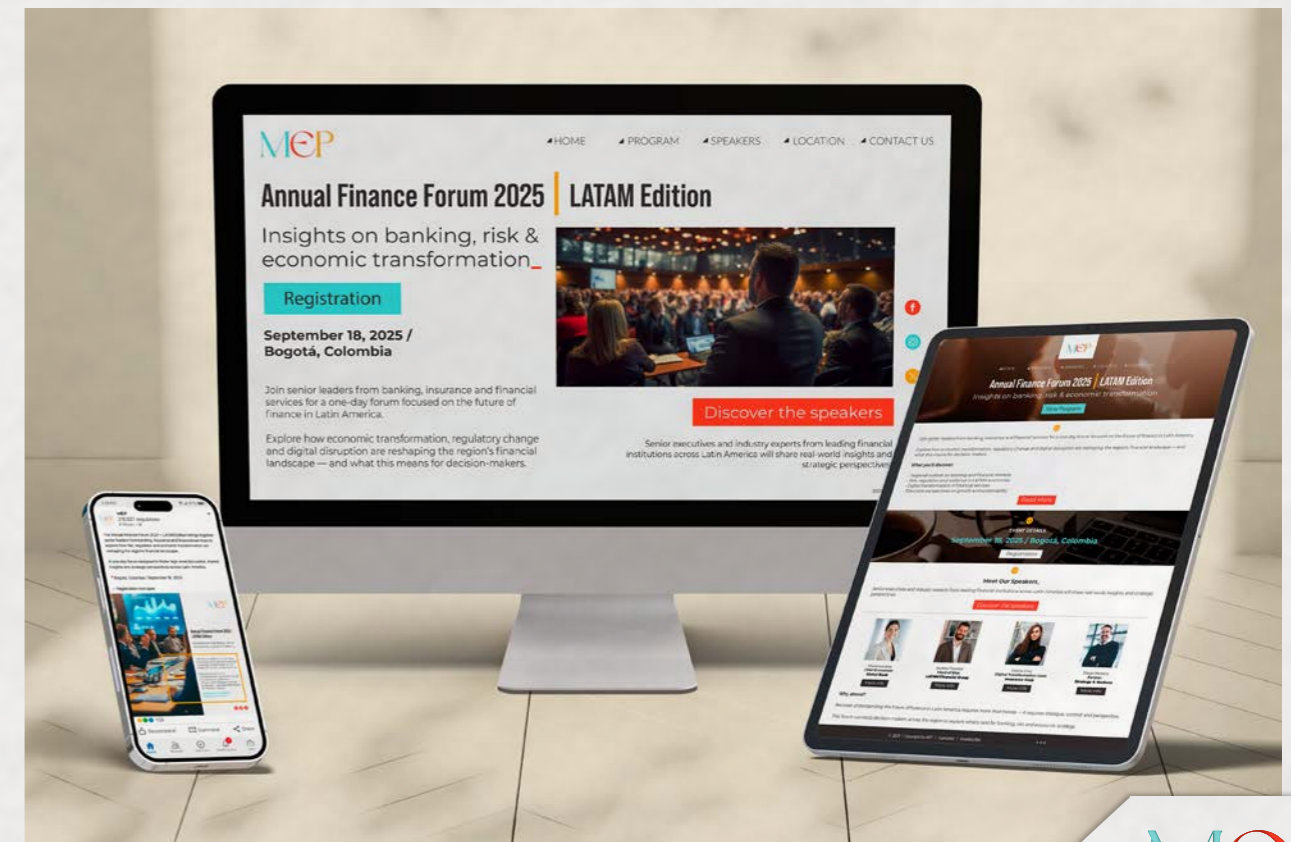


*Freestanding promotional totem designed for cross-event visibility, supporting early awareness and 'save the date' communication across industry forums and external corporate environments.



*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



Experience Overview

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

Shape and consolidate OnlyVegan's digital brand identity by translating the existing retail concept into a coherent visual and narrative system across social channels. Develop creative direction, messaging frameworks and scalable content structures to reinforce brand positioning and long-term community building within the plant-based consumer space.

Key Responsibilities



Define and evolve the brand's digital visual identity across social platforms, ensuring aesthetic and narrative consistency.



Develop the brand messaging framework, tone of voice and content pillars aligned with lifestyle positioning.



Structure and implement an integrated multimedia content ecosystem, including video, animation, graphic design and product photography.

*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.](#)



Design scalable social media content systems adaptable to different formats, campaigns and platforms.



Establish storytelling formats and editorial structures for social content that reinforce brand values, lifestyle positioning and community engagement.



Plan and execute content strategies and editorial calendars aligned with brand positioning and strategic objectives.



Own brand identity execution, ensuring direct alignment between creative output and commercial objectives.

Key Achievements



Anchor a coherent and recognisable digital brand identity across social platforms.



Position the brand clearly within the plant-based lifestyle and retail landscape.



Articulate a scalable visual and narrative system adaptable across formats and campaigns.



Deepen brand-audience connection through consistent and lifestyle-driven storytelling.



Laid the groundwork for a sustainable digital community aligned with 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.](#)



Growth Marketing & Digital Performance

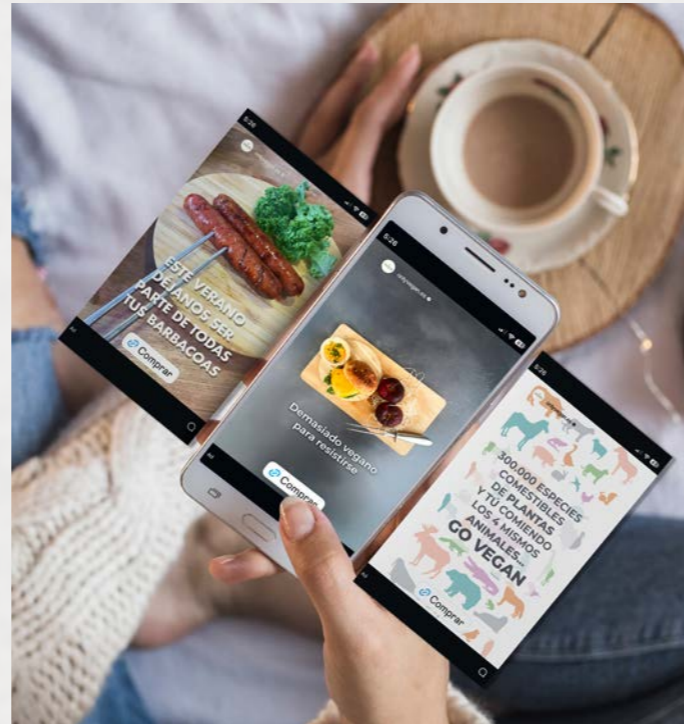
Tools Used

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 and scale OnlyVegan's digital brand ecosystem by translating brand identity and content strategy into growth-oriented initiatives across social, community and e-commerce channels. Drive integrated organic and paid activation, community engagement and digital performance by integrating content, media and platform optimisation to support brand visibility, consumer connection and revenue objectives within the plant-based retail space. Content and paid activation decisions are informed by social media analytics and search-based performance signals derived from Google Search Ads.



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

Key Responsibilities



Execute growth-oriented content and activation strategies across social and blog channels to increase visibility, engagement and qualified traffic across owned and paid touchpoints.



Manage paid media activation on Instagram and Facebook (Meta Ads), aligning creative assets and targeting with brand positioning and campaign objectives.



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



Coordinate organic and paid initiatives to ensure coherence between brand storytelling, community engagement and performance goals, informed by channel performance signals.



Drive community building initiatives through social interaction, blog content and conversation-led formats.



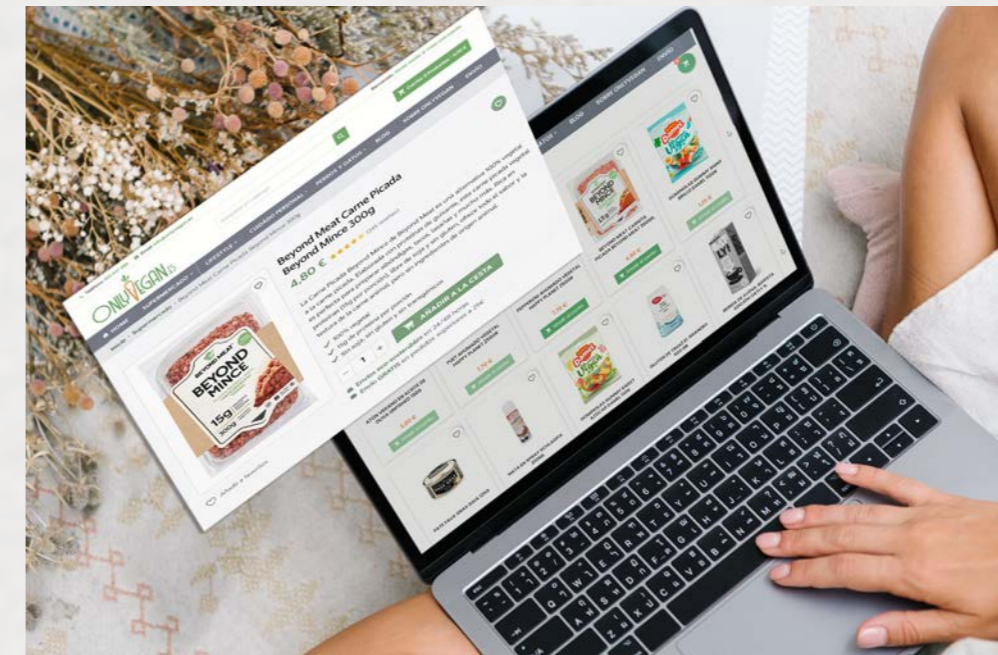
Adapt content formats and product visuals to support traffic acquisition and on-site engagement.



Monitor and adjust digital initiatives based on platform performance signals and audience behaviour insights.

- **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).



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

Key Achievements



Orchestrate a growth-focused digital ecosystem integrating content, community and paid media.



Scale brand visibility and audience reach through coordinated organic and paid activation.



Strengthen direct consumer relationships by fostering ongoing social and content-driven interaction.



Improve the effectiveness of digital touchpoints across social, blog and e-commerce environments.



Enable a more consistent and conversion-oriented customer journey across the brand's digital platforms.

Let's Connect

Strategic communication, brand alignment and digital growth – ready to create impact across global organisations



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- Open to global opportunities in
 - strategic communication, internal
 - comms and digital brand
 - leadership