

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 6+ years shaping internal communications, digital strategy, brand development and content ecosystems across global, multi-regional organisations. Experienced in driving visibility, engagement and cross-regional coordination, with a consistent focus on narrative integrity and corporate objectives.

Key Achievements

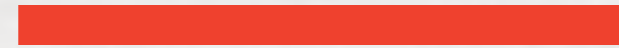
- Sustained communication impact across five LATAM offices (the largest with 200+ professionals).
- +78% LinkedIn growth
+205% Instagram
+97% organic traffic
+37% engagement & x18 increase in visits on Google Ads.
- Co-developed strategic communication frameworks with Partners, HR and R&D.

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

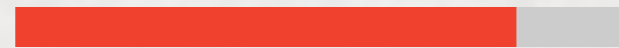


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Internal Communications & Employer Branding

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 through narratives that embed identity, clarity and purpose at every level. Working closely with HR, R&D, Partners and senior stakeholders to translate strategic priorities (including technical and R&D topics) into high-quality communication assets aligned with corporate guidelines. Contributing to culture, talent and engagement programmes through precise messaging and a clear connection to corporate direction.

Key Responsibilities



Interpreting and applying internal communication frameworks that articulate organisational priorities, cultural values and strategic direction.



Shaping ES/EN narratives for leadership, HR and strategic areas, ensuring clarity and narrative cohesion across international audiences.



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



Developing employer branding and onboarding communication through purposeful, well-targeted messaging that raises the candidate and employee experience across offices.



Coordinating culture and engagement initiatives, keeping messaging grounded in organisational purpose.



Maintaining editorial, visual and narrative standards across internal channels, with rigour across formats, teams and geographies.



Facilitating cross-functional collaboration so internal communication stays connected to corporate priorities, transformation agendas and strategic initiatives.

Key Achievements



Contributed to communication frameworks that raised clarity and cultural coherence across international teams, reinforcing a shared organisational direction.



Elevated employer branding and onboarding communication, improving the employee and candidate experience and how the organisation presents itself to talent at every stage.



Translated complex organisational, technical and R&D topics into accessible internal communication, supporting leadership visibility and keeping international teams informed.



Improved internal channel effectiveness through editorial quality and narrative precision, applied consistently across regions.



Anchored corporate identity by ensuring a unified editorial voice 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 content strategy by developing, adapting and delivering high-quality content across multiple channels and strategic areas. Editorial standards, narrative direction and brand voice are maintained by interpreting and applying the organisation's communication frameworks. Working closely with senior leadership, HR, R&D and regional teams to transform complex topics into accessible, well-structured content, published across web, intranet and social media. Channel performance and content effectiveness are monitored continuously through GA4, social analytics and search signals, informing editorial and optimisation decisions.



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

Key Achievements



Structured corporate content frameworks that improved message clarity and accessibility across the organisation's main channels, extending its editorial reach and impact.



Strengthened employer branding content for social media and recruitment events, raising the organisation's visibility in the talent market.



Positioned 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.



Brought multichannel storytelling into a more unified editorial direction, ensuring multimedia adaptations responded to both communication objectives and audience expectations.



Applied editorial and visual standards that reinforced narrative precision 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



Evolving and structuring corporate content frameworks across web, intranet, newsletters and social media, in line with organisational messaging and editorial standards.



Applying and upholding editorial and visual guidelines throughout corporate platforms, ensuring clarity and narrative precision at every level.



Refining employer branding content for web, social media and recruitment events, reinforcing the organisation's positioning in the talent market.



Engaging 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.



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



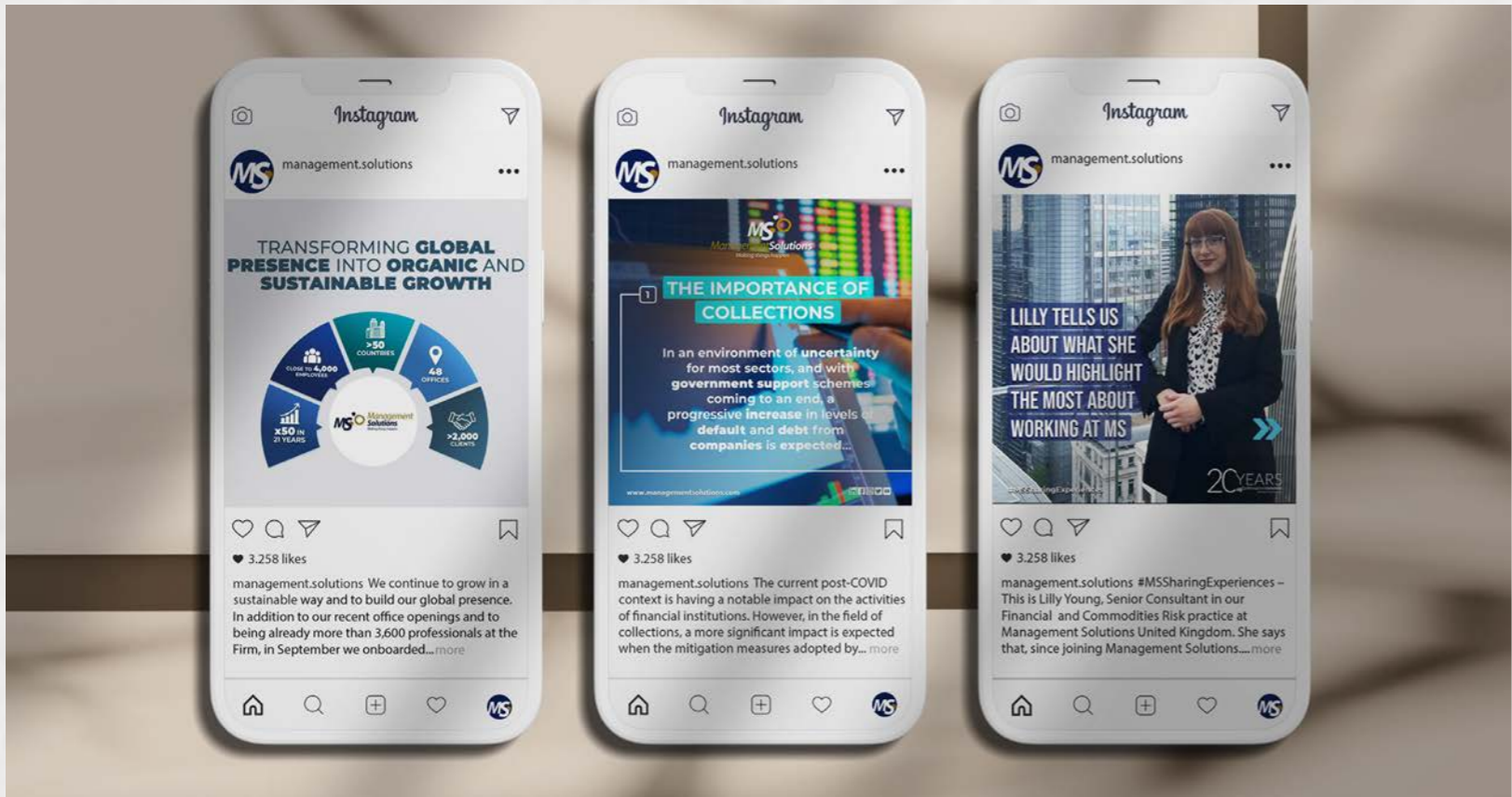
Fostering a narrative direction in all content that supports events, employer branding, corporate reputation and strategic initiatives.



Contributing to communication strategy by adapting content to platform dynamics, audience behaviour and performance signals, in line 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](#)

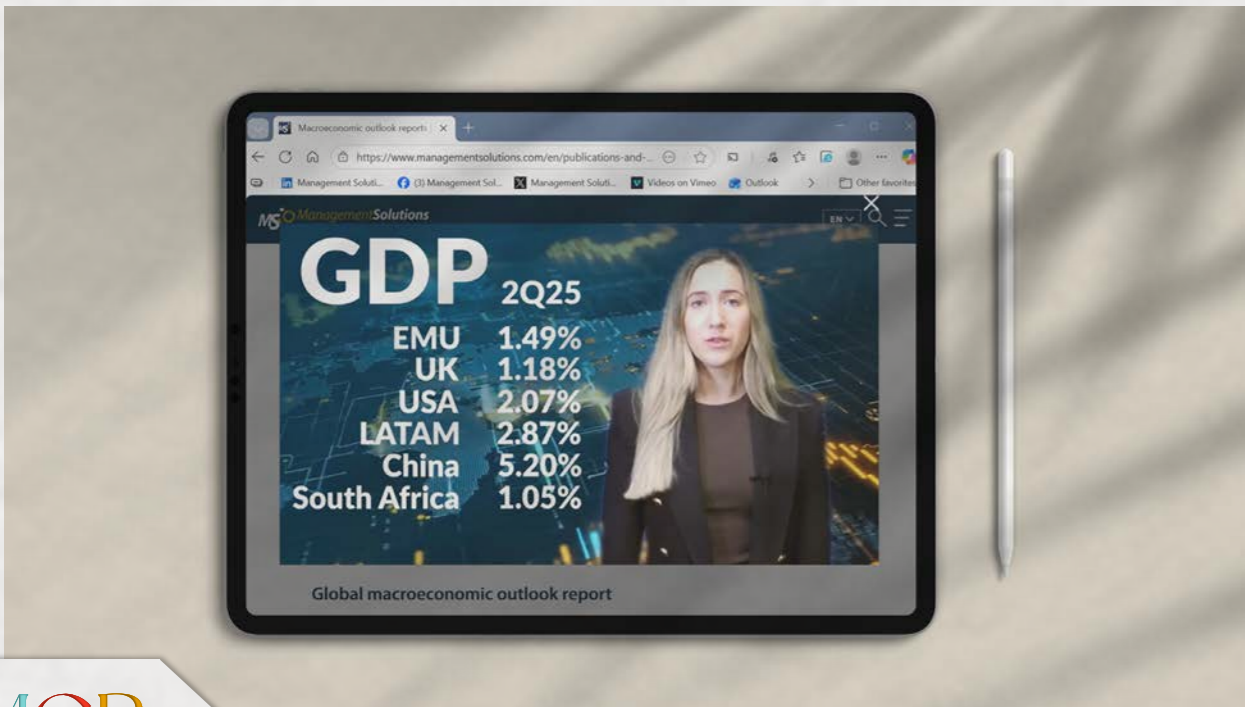


Thought leadership
Strategic storytelling on energy transition

[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 the central point between headquarters and regional teams. Support external industry events, employer branding and corporate initiatives through communication systems designed to enable local execution, without compromising narrative integrity or post-event visibility within internal and external channels.

Key Responsibilities



Brand governance for LATAM

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



Onboarding & welcome systems

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



External industry events visibility

Enabling 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

Providing 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

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



HQ–Office bridge

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



Approval & budget alignment

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



Consistency across diversity

Maintaining a unified 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



Established a regional communication framework that gave five Latin American offices the structure to execute HQ-aligned branding autonomously, without fragmenting corporate standards.



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



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



Reinforced HQ–region coordination by acting as a single communication bridge, reducing dispersion and keeping the narrative consistent at every level.



Built scalable regional processes by designing reusable communication packs for events and initiatives, improving efficiency and reducing variability 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.

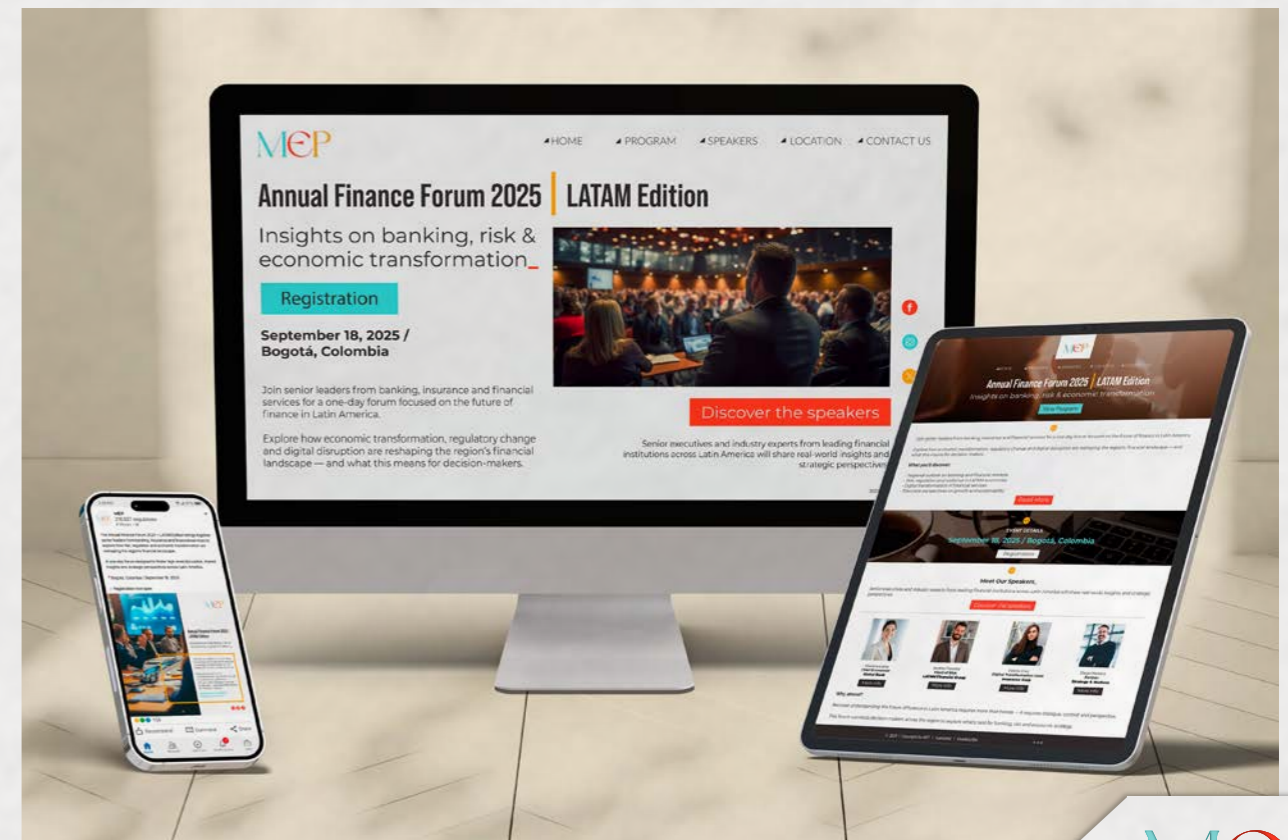


*Exterior brand signage designed to extend event visibility beyond the main venue, ensuring consistent corporate identification across access points, shared spaces and external environments.



*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

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

Key Responsibilities



Evolving the brand's visual identity across all consumer-facing channels, ensuring aesthetic and narrative consistency.



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



Structuring and implementing 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.](#)



Designing scalable content systems adaptable to different formats, campaigns and channels.



Establishing storytelling formats and editorial structures that reinforce brand values, lifestyle positioning and community engagement, throughout social media and beyond.



Planning and executing content strategies and editorial calendars aligned with brand positioning and strategic objectives.



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

Key Achievements



Anchored a recognisable brand identity within social media and digital channels, visually and editorially coherent from the outset.



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



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



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

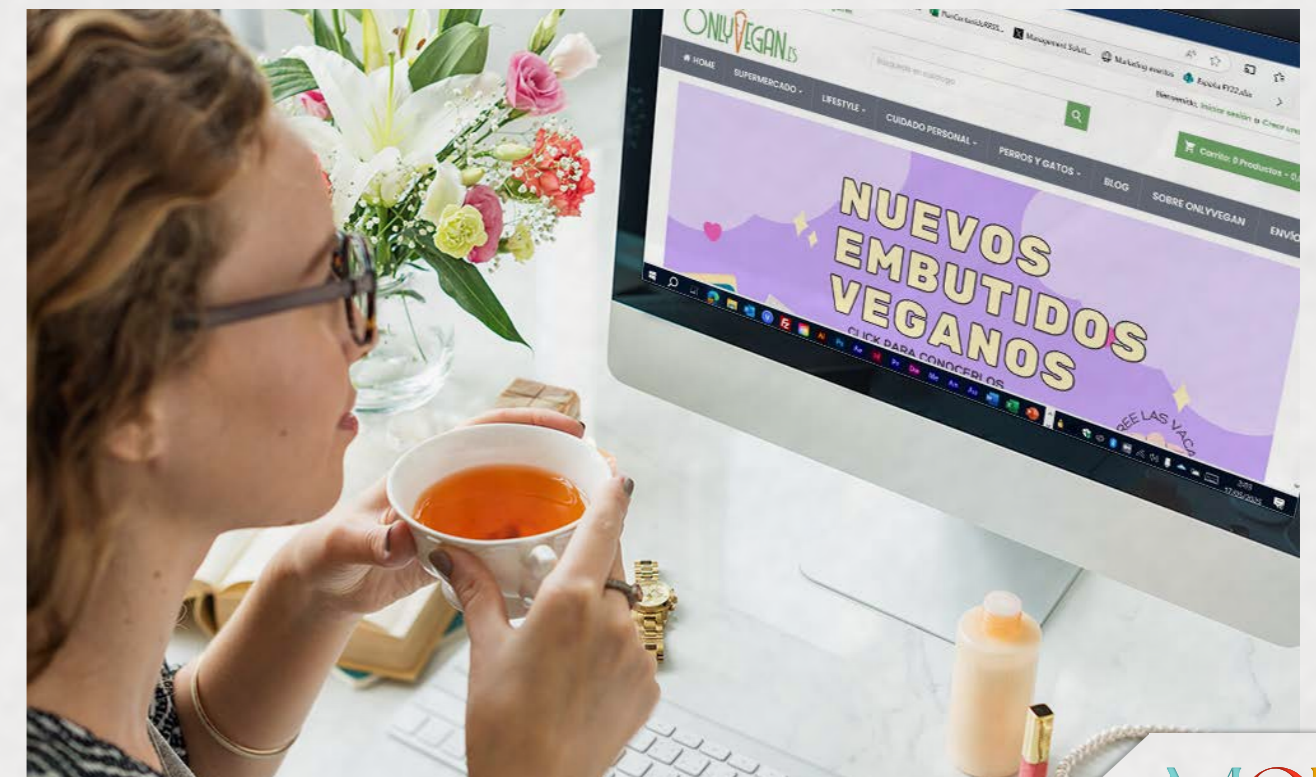


Laid the groundwork for a sustainable digital community aligned with brand values.

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

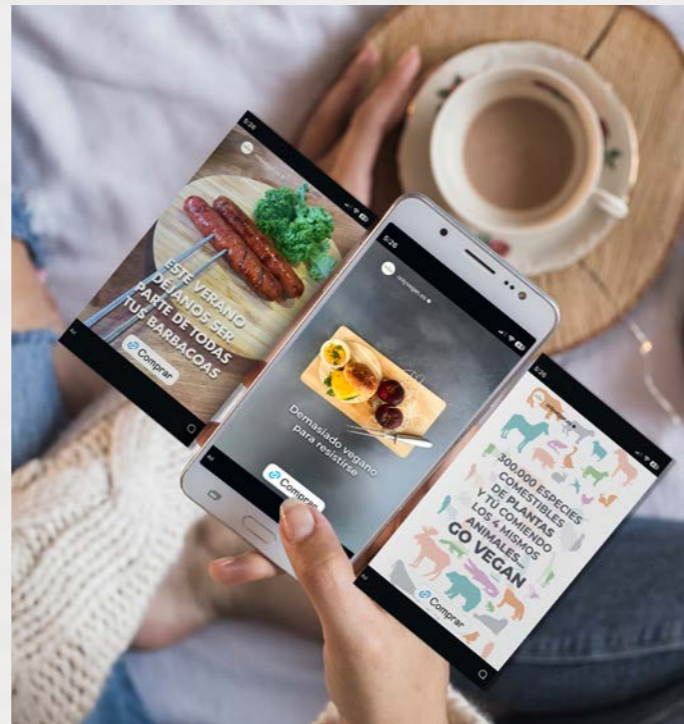
Tools Used

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 brand presence by translating identity and content strategy into growth-oriented initiatives in social, community and e-commerce. Integrate organic and paid activation, community engagement and platform optimisation 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.



*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



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



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



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



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



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



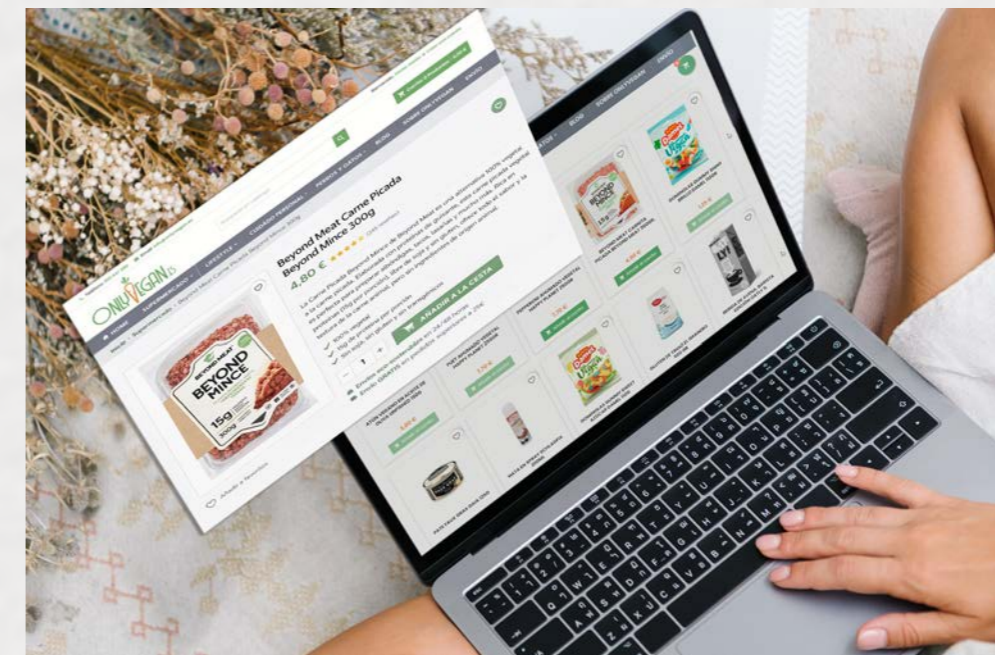
Adapting content formats and product visuals to support traffic acquisition and on-site engagement.



Monitoring and adjusting 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



Grew a performance-focused ecosystem integrating content, community and paid media into a single, coordinated operation.



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



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



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



Enabled a more coherent and conversion-oriented customer journey across the brand's owned channels.

Let's Connect

Strategic communication, brand development and digital performance — ready to make an impact in global organisations.



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