

PROFILE

Content creator and one-person marketing team. Since 2024 I've run the whole digital side of a veterinary clinic in Madrid — social, email, Google, website and data — and built the AI automations that keep it running. Before that, ten years shooting and editing photo and video for brands, sport, hospitality and weddings across Spain, Colombia, Morocco and the US. Native English and Spanish, looking to join a creative team in Australia.

I shoot it, cut it, post it — and show you what worked.

EXPERIENCE

Digital Marketing & Content Lead

2024 — PRESENT

Lily's Vet · veterinary clinic · Madrid · sole marketer since opening, also front desk and vet-tech assistant

- // Own every channel end to end: Instagram, TikTok and Facebook content, email, Google Business Profile, website, local partnerships and monthly reporting.
- // Built the clinic's reputation on Google to **230 reviews at 5.0★**, every one answered.
- // Rebuilt the 20-page WordPress site with schema markup and GA4 conversion tracking: **Google search clicks doubled** (52 → 109 a month) and impressions nearly tripled.
- // Planned and ran seasonal campaigns: the rabies-vaccination push lifted vaccinations **+165% year on year** (17 → 45); a cat-health month sold 13 care packs on a €20 budget and brought lapsed clients back.
- // Set up email from scratch in Mailchimp, synced with the practice software, with a welcome sequence and segmented campaigns.
- // Built the data and automation layer with AI (Claude Code): API links to the practice software, Google Business Profile, GA4 and Search Console; a Telegram bot with the daily agenda and inbox digest; automated no-show and campaign tracking.
- // Now leading an in-house clinic-management app (Next.js, TypeScript, Postgres) to replace the clinic's paid software.
- // Part of a small team that **doubled private revenue year on year** (July–August 2026) with **78% client retention** (industry average ≈ 60%).

Freelance Photographer & Videographer

2014 — PRESENT

Spain · Colombia · Morocco · Cuba · USA

- // **GreenlandMX** (motocross retailer) — recurring content partner: produced product reviews and tutorials with an on-camera presenter, a full store tour and a series of vertical reels, from shoot to final edit and colour grade.
- // Commercial photo and video for fashion, sportswear, automotive and fragrance brands, including **Extravagance** (Dsquared2, ICON), **Imperia**, **Alfa Detailing**, **Elixir** and **Muc-Off**.
- // Hospitality and interiors: **Mindful Nomads** retreats (Morocco), a boutique hotel in Portugal and short-stay rentals in Madrid and Bogotá.
- // Sport: national motocross championship rounds and road-cycling events and brands — action, portraits and short films.
- // Weddings and events, photo and film; studio portraits; aerial work as a licensed drone pilot; documentary series in Colombia, Cuba and Morocco.

Operations & Logistics

2019 — PRESENT

Alliance Express Delivery S.L. · courier from Spain to Colombia · Madrid

// Started on reception, then ran commercial imports and exports as an employee (2019–2022); freelance since 2022.

// Now run day-to-day operations almost single-handed: parcel intake, shipping documents, invoice consolidation and customer service.

// Managed the company's social media and customer communications.

Photography & Studio Assistant (internship)

2018 — 2019

The Inside Out Project · New York, USA

// Assisted on shoots; edited, printed (large format) and shipped images; ran social media and office admin.

SKILLS

CONTENT

Photography (commercial, sport, portrait, interiors, documentary) · video shooting, editing and colour grading · short-form vertical video · drone

WEB & AI

WordPress / Elementor · schema markup · Google Tag Manager · AI workflows with Claude Code · API automations and reporting

MARKETING

Social media (Instagram, TikTok, Facebook) · email marketing (Mailchimp) · Google Business Profile and local SEO · GA4 · Search Console · campaign planning and reporting

TOOLS

Lightroom · Photoshop · Premiere Pro · After Effects · Illustrator · InDesign · ON1 · Canva · Mailchimp · WordPress / Elementor

EDUCATION

Master in Digital Marketing & Art Direction

2025 — 2026

CEI School of Innovation, Madrid · 360-hour professional programme, hybrid · Digital Marketing module graded Outstanding · final project: the Lily's Vet marketing plan

BA (Hons) Communication & Media Design

2015 — 2019

Macromedia University, Berlin · degree awarded by the University of Westminster, London

Cinematography course

2019 — 2020

EFTI School of Photography & Film, Madrid

Veterinary Technician Assistant course

LANGUAGES & MORE

English — native · **Spanish** — native · **German** — B2

Grew up between the USA, Colombia and Spain · licensed drone pilot (Spain)

REFERENCES

Available on request.