

# María Luisa Ros Bolea

## Digital strategist & marketing analyst

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- [LinkedIn](#)
- [Big Data Portfolio \(Code & Analysis\)](#)
- [Digital Strategy Portfolio \(Website\)](#)

## About me

I am a digital marketing professional with a dual background in communication and data. With my Bachelor's in digital communication and my current Master's in big data and AI, my specialty lies at the intersection of social media strategy and data analysis. I translate social media metrics and engagement data into actionable content strategies that build strong digital communities.

## Professional experience

### Social media & marketing manager (Part-time)

*Optisaz | Madrid | July 2025 – Present*

- Manage the integral social media strategy and digital community for a luxury eyewear and hearing aid clinic.
- Create organic content tailored to the brand's target audience, focusing on high-quality visual formats and brand awareness.
- Monitor basic engagement metrics to adapt the content calendar and achieve consistent community growth.

### Social media manager & data analyst (Part-time)

*Instituto Élan de Sexología | Madrid | April 2025 – Present*

- Manage social media platforms and created the brand voice from scratch for a sensitive medical niche.
- Translate complex medical information into highly engaging social media formats.
- Analyze social media metrics and KPIs to optimize reach, engagement, and audience retention.

### Junior digital analyst & social media content specialist

*PZT by Posizionarte | Madrid | Nov. 2024 – April 2025*

- Managed social media accounts and content creation for multiple client portfolios.
- Optimized editorial calendars based on historical data performance and audience segmentation.
- Developed monthly social media performance reports, providing actionable insights that improved client satisfaction and digital presence.

## Education and achievements

### Master's in big data and artificial intelligence

*CEU San Pablo University | Madrid | Sept. 2025 – June 2026*

- Selected for the elite "100 Global Leaders" talent program.
- Focus on applying predictive modeling and generative AI for business strategy optimization.

### Bachelor's degree in digital communication

*CEU San Pablo University | Madrid | Sept. 2017 – June 2021*

- Specialized in digital strategy, brand management, and multimedia content creation.

## Key skills

- **Digital marketing:** Social media management, content creation, brand voice, SEO/SEM basics.
- **Analytics & BI:** Social media metrics, Power BI, Google Analytics (GA4).
- **Technical skills:** Python, SQL, ETL processes (acquired through Master's degree).
- **Languages:** English (Advanced C1), French (Intermediate B1), Spanish (Native).