María Luisa Ros Bolea

Digital strategist & marketing analyst · Generative AI

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LinkedIn • Portfolio (data, digital strategy & AI) • GitHub • Master's thesis

About me

I am a digital marketing professional with a dual background in communication and data: a Bachelor's in digital communication and a Master's in big data and AI. My specialty lies where social media strategy, data analysis and generative AI meet. I turn metrics into content strategies that build strong communities, and I produce premium visuals and video with the AI tools brands are hiring for (Magnific, Seedance, Kling, Veo), keeping a consistent art direction.

Professional experience

Data analyst & head of social media — Sept. 2026 – Nov. 2026
THEX | Murcia

- Led the social media of THEX and the KEMET project end to end: strategy, community management and content creation with a premium, editorial brand identity.
- Created the full visual and video output with generative AI (Magnific, Seedance, Kling, Nano Banana Pro), from concept stills to 4K reels with consistent art direction.
- Analysed cross-platform KPIs and delivered a LinkedIn analytics report with competitor benchmark and recommendations, and automated publishing workflows.

Social media manager & data analyst (part-time) — April 2025 – Present
Instituto Élan de Sexología | Madrid

- Manage the social media platforms and created the brand voice from scratch for a sensitive medical niche, with 100% original graphic design.
- Translate complex medical information into engaging formats and optimise reach, engagement and retention through KPIs.

Social media & marketing manager (part-time) — July 2025 – May 2026
Optisaz | Madrid

- Managed the integral social media strategy and digital community for a luxury eyewear and hearing care clinic.
- Created high-quality organic content and adapted the calendar to engagement data, achieving steady community growth.

Junior digital analyst & social media content specialist — Nov. 2024 – April 2025
PZT by Posizionarte | Madrid

- Managed social media accounts and content creation for multiple client portfolios.
- Optimised editorial calendars with historical performance data and delivered monthly reports that improved client digital presence.

Education and achievements

Master's in big data and artificial intelligence — Sept. 2025 – June 2026
CEU San Pablo University | Madrid

- Master's thesis Valoralia Systems (grade 9/10): AI model that values Madrid homes combining market data with computer vision on listing photos.
- Selected for the "100 Global Leaders CEU-Santander by Talentum" talent programme.

Bachelor's degree in digital communication — Sept. 2017 – June 2021
CEU San Pablo University | Madrid

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

Key skills

Digital marketing	Social media strategy, community management, content creation, brand voice, influencer marketing, SEO/SEM basics, paid social.
Generative AI	Magnific AI (full suite: upscaler, Relight) · Seedance 2.5 · Kling · Google Veo · Nano Banana Pro · Seedream · Google Flow · ElevenLabs (voice cloning) Prompt engineering, AI art direction, character and brand consistency, image-to-video, 4K upscaling; brand moodboards, product shots, packaging and character sheets.
Content creator	Instagram @malu_menolu (20K+ followers, brand collaborations) and TikTok @boleadelmar (advanced generative AI tips); commercial and editorial model.
Analytics & BI	Social media metrics and reporting, Power BI, Google Analytics (GA4), Looker Studio.
Technical	Python, SQL and ETL processes (Master's degree), AI-assisted web building (own portfolio).
Languages	English (Advanced C1) · French (Intermediate B1) · Spanish (Native)

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