

Encarni Mármol

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Antequera, Málaga (Spain)

Copywriter, Content Designer & Brand Manager

I develop **content & brand strategies and marketing plans**. I analyze, research and plan actions to communicate clearly using the brand voice and choosing the right tone to **create useful experiences**. I design content adapted to different channels: websites, email, social media, sales literature and advertising. I speak **English and Spanish fluently**.

Skills

- Content design and strategy, including **UX writing**, **Copywriting** and creative direction.
- Native **Spanish** and proficient business-level **English**. Basic proficiency in Catalan.
- **Digital marketing**: strategy definition, design and implementation of marketing plans.
- **Use of generative AI**: experience in engineering prompts to guide AI models to solve specific problems in business, marketing and content development environments.
- Other hard skills: **CMS** (WordPress, Drupal, Prestashop), **CRM** (Hubspot, Zoho), **email marketing** (Mailchimp, Acumbamail), **social media** (Hootsuite, Buffer), **graphic design** (Photoshop, Indesign, Illustrator), **SEO** (SEMRush, Screaming Frog, AHrefs), **CSS and HTML**, with PHP basics.
- **Middle-level team management**. **Account management**: overseeing proposals, budgets, and client relationships.
- Strong **remote work** expertise, proficient in a wide range of tools including Slack, Trello, Asana, Zoom, Teams, and Notion.
- **Corporate communications** management, including media planning, publicity, and press releases.

Career Summary

Sep 2021 – Present day **B2B marketing Manager** at LDA Audio Tech.

- Managed the marketing department for an industrial company with an **international** presence in **over 60 countries**.
- Coordinated **15 international trade shows and events annually**, from concept to execution, including production of materials, partner coordination, and commercial support.
- Oversaw social media, driving **organic growth on LinkedIn** with an average annual increase of 800 followers (**+20% year over year**).
- Developed the corporate newsletter, achieving average **open rates of 39% and a CTR of 8%**.
- Wrote, designed, and produced approximately **350 pieces of content per year**, including brochures, videos, posts, press releases, and commercial materials.
- Optimized and maintained the **corporate website in four languages** (ES, EN, DE, IT), updating product pages, publishing 15 annual case studies, managing static sections and blogs, and implementing basic SEO improvements to enhance visibility.
- Managed and maintained the **brand identity**, ensuring consistent visual and verbal communication across all channels.

Oct 2020 – Aug 2021 **Product Copywriter** at Maider Tomasena's Escuela de Copywriting

- Created copy for emails, landing pages, ads, and funnels, achieving **conversion rates of 3–5%** in key launches.

- Wrote **newsletters** with open rates ranging from **25–40%**.
- Coordinated calendars and creatives for **5–6 annual product launch campaigns**.
- Designed and documented the content creation process, supporting a **team of 5 copywriters** and reducing delivery times by 10%.

Oct 2016 – Sept 2020 **Senior Copywriter** at GAP and Co advertising agency

- Designed and implemented online marketing strategies for **15–25 simultaneous clients**, including large-scale projects and full-service 360° accounts.
- Conceptualized and developed **creative assets for advertising campaigns**, optimizing performance according to channel and client objectives.
- Managed **public and private sector accounts**, leading 360° campaign projects and coordinating creative teams.

Jul 2014 – Sept 2016 **Marketing and Content Manager** at Audiolís

- Planned and supervised **multichannel content for educational products**, producing over 20 pieces per month.
- Contributed to the **design of marketing strategies** and development of **digital products** (online courses, seminars for labor and tax professionals).
- Creative writing and SEO: optimized content to improve the **brand's organic positioning in key categories such as** "training contracts" and "subsidized corporate training."
- Managed **corporate communication** and media planning for annual campaigns.
- Designed and distributed **segmented newsletters** for different audiences (private students, companies, employees under training contracts), tailoring content to each group.

May 2012 – Jul 2014 **Freelance Marketing Consultant**

Apr – May 2012 **Press Officer** at Málaga Film Festival 2012

Aug – Dec 2011 **Marketing Manager** at Assoc. for Rural Development CEDER Axarquía

Mar 2006 – Jul 2011 **Director and Chief Editor** at 'La Crónica' weekly newspaper

Jan 2000 – Jun 2005 **Theatre Manager** at Antequera's City Council

Other jobs:

Marketing photographer (2004-2005) • Spanish lecturer (1999-2000) • Journalist (1998-1999).

Education and training

- ✓ Master's Degree in **Design, Visual Identity, and Brand Construction**. UOC (2023-2025).
- ✓ **UX Writing**, focused program. SHIFTA by Elisava (2020).
- ✓ Postgraduate course in **Inbound Marketing & Branded Content**. IEBS (2016-2017).
- ✓ Degree in **Journalism** (4 years, 2:1). University of Málaga, Spain (1994-1998).

Other training: Inbound Marketing Certification, Hubspot Academy (2016) • Creative Copywriting. National University of Distance Education (2014) • Community Management. National University of Distance Education (2013) • Web Design, Animation and Programming (2012) • Occupational Trainer Professional Certificate (2012) • Distribution of Theatre/Dance Shows (2014).

Additional info

- Reached the final stage of EU's selection procedure for Communication Assistant AST/118/11.
- Spanish driving license holder. Own car available.

Available references upon request