

# Daniel González Leal

■ Senior Content Creator,  
Digital Strategist, and  
Community  
Engagement Specialist

## EDUCATION

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### Marketing ESERP Business School

Madrid, 2017-2021

### Graphic Designer Aula Creativa

Madrid, May 2021 - July  
2021

### UX/UI Designer Bootcamp

Madrid, September 2021 -  
December 2021

## Additional Training

### Certificado profesional de Google Digital Marketing & E-commerce

2024 - Present Time

## Software

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- **Proficient in:** Figma, Adobe Photoshop, Illustrator, Lightroom, ChatGPT, Trello, Jira, Buffer, Mailchimp, Midjourney and Adobe Enhance Speech.

## SKILLS

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- Team leadership and management of digital projects.
- Communication and presentation skills.
- Strategic creativity in content and visual campaigns.
- Supervision and analysis of community KPIs for continuous improvement.
- Adaptability in changing work environments.



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📍 Madrid, Spain

## PROFILE

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I am a creative individual with a strong ability to work in a team. I have over three years of leadership experience in the digital marketing field, encompassing strategy formulation, content creation, and community management. My key strengths include innovation, adaptability, and a deep commitment to the projects I lead.

## EXPERIENCE

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### Community Manager | Freelance

Madrid, Spain

2020 – Present Time

- Lead content strategy initiatives across multiple accounts, emphasizing engagement generation and conversion optimization. Achieved a notable increase of +40% in engagement and a significant enhancement of conversion rates by +20% across various projects.
- Direct and collaborate with creative teams to apply a keen aesthetic sense to the production of visual campaigns, elevating the quality and visual impact of campaigns.
- Maintain a focus on relevant KPIs to continuously evaluate and amplify the brand's online awareness, resulting in substantial enhancements to the efficacy of digital strategies.

### Content Creation and Digital Strategy Specialist |

TMRW Foundation

2023 – 2024

Madrid, Spain

- Managed content creation, increasing engagement by 40% through strategic alignment with brand goals.
- Innovated in content development with AI tools, enhancing productivity by 35% and keeping our social strategy cutting-edge.
- Developed and monitored KPIs, resulting in a 25% improvement in conversion rates and effective real-time tactical adjustments.

### Content Creation Lead | Upstream

United States (Remote)

2022 – 2023

- Designed digital content strategies aligned with marketing objectives and coordinated with cross-functional teams for execution.
- Implemented and oversaw social media campaigns, resulting in a 50% increase in web traffic and a 35% increase in user engagement.
- Led digital trend analysis to adapt and enhance content strategies, achieving a 20% improvement in content relevance and engagement.