

Madrid, Spain / Mexico City
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LANGUAGES

English (advanced, TOEFL 2026, C1); Spanish (native)

TECHNICAL SKILLS

Sprinklr, Canva, CapCut, Adobe Creative Cloud, Microsoft Excel, PowerPoint, Trello, Microsoft Teams

CRISTINA ÁLVAREZ ZÁRATE

Marketing · Social Media · Brand Strategy

PROFESSIONAL SUMMARY

Marketing professional with experience in brand strategy, digital marketing, and content creation. Managed social media and campaigns for Burger King and Oreo at Publicis Spain while building an independent brand. Skilled in content strategy, community building, and event production.

EDUCATION

Universidad Nebrija — Madrid, Spain

Bachelor's Degree in Advertising and Public Relations — June 2026

- Awarded Honors with Distinction in 6 subjects: Advertising Legal Framework, Social Media and Content Management, Consumer Behavior, Marketing and Digital Communication, Strategic Planning, and Art Direction.

PROFESSIONAL EXPERIENCE

Domo de Cristal, FITUR Coverage — Madrid, Spain

Social Media & Content Strategy — January 2026 - February 2026

- Increased Instagram profile activity by 1,440% and profile visits by 1,426% through a real-time content strategy.
- Led a team of 4 to produce 25 videos, overseeing planning, filming, editing, and publishing.
- Conducted interviews with 5+ governors and tourism secretaries, artists, brands, and participants.

Heartmade — Madrid, Spain

Founder & Brand Manager — November 2024 - December 2025

- Founded Heartmade and led brand strategy, product development, e-commerce, pricing, and operations.
- Built Heartmade's presence across Instagram and TikTok, reaching 60K views and organizing 10+ events and 5+ brand collaborations.

Publicis Spain, Leo Burnett — Madrid, Spain

Social Media Intern — February 2025 - June 2025

- Managed social media for Oreo Spain and Burger King Spain: content planning, copywriting, publishing, community management, and monthly performance reporting.
- Managed social media activation for Oreo's first square Oreo campaign and its QR-based giveaway linked to the OOH campaign.
- Contributed to Oreo x Minecraft, Oreo & Milka x La Liga with Nico Williams, Burger King x Naruto, How to Train Your Dragon, Batallas de Verano, and Peppa Pig through content ideation, shoots, editing, publishing, and community management.

OTHER INFORMATION

Academic Excellence: Selected for Undergraduate Thesis Excellence Committee after achieving the highest possible thesis grade (2026).