

# GABRIELA NADAL

gabinadal@gmail.com • +34 613 047 178 • San Juan, Puerto Rico, Spain • <https://www.linkedin.com/in/gabriela-nadal-scala-26baa1146/>

---

## SUMMARY

---

Creative Marketing & Branded Content Strategist with expertise in developing content strategies, storytelling frameworks, and digital campaigns that build and connect the brand's identity with audiences. Skilled in conceptualizing branded content ideas, translating brand objectives into engaging narratives, and developing creative proposals across digital platforms and social media. Experienced in collaborating with creative and production teams to develop content formats, pitch concepts, and execute campaigns from ideation to delivery. Strong understanding of audience engagement, entertainment-driven storytelling, and brand positioning in digital ecosystems. Native in English and Spanish, with a background in traditional chinese medicine, lifestyle and education marketing and content strategy, bringing a unique perspective on lifestyle branding, narrative-driven campaigns, and audience connection.

## EXPERIENCE

---

### *SOCIAL IMPRINT AGENCY, **Social Media Strategist (Contractor)***

*Sep 2025 - Present*

Developed and executed content strategies and branded storytelling frameworks for real estate professionals, translating business objectives into scroll-stopping narrative concepts, audience-focused hooks, and short-form video formats that strengthened brand authority and drove a 40% increase in qualified lead generation within 6 months.

Led the creative development process end to end, covering ideation, scripting, format development, editorial planning, and execution, shipping content at high velocity while maintaining cohesive brand voice and consistent messaging across platforms.

Provided on-camera coaching and storytelling direction to clients, improving delivery quality, deepening audience connection, and increasing video retention and engagement by 38% within six months.

Owned the full production workflow, including recording direction, editing feedback, quality control, and publishing cadence, ensuring creative consistency and zero bottlenecks in the content pipeline.

Analyzed hook rates, watch time, reach, and engagement metrics weekly to iterate on creative approaches, kill underperformers fast, and double down on winning formats, improving digital visibility and audience growth continuously.

### *SOCIALMOOD AGENCY, **Marketing Specialist (Maternity Leave)***

*Sep 2024 - Jul 2025*

Analyzed campaign performance and audience insights using Sprinklr, translating data into creative adjustments and strategic recommendations that improved campaign effectiveness by over 20% through continuous weekly optimization.

Led the development and localization of the marketing strategy for IE University's NYC market presence, working closely with the advertising agency and Brand team to translate strategic objectives into clear positioning, messaging frameworks, and content narratives that established the brand's voice from the ground up and contributed to a 20% increase in student enrollments.

Collaborated cross-functionally with internal teams and external partners to ensure consistent brand storytelling and creative alignment across campaigns, strengthening brand credibility and audience engagement at every touchpoint.

Managed social listening and brand perception analysis, identifying audience sentiment trends and reputational risks to iterate on messaging and creative direction fast, driving a 25% increase in IE Store sales through cohesive brand communication within 4 months.

### *INVISION MEDIA AGENCY, **Social Media Manager***

*Feb 2021 - Mar 2023*

Produced localized visual content and directed photoshoots to strengthen brand storytelling and digital engagement across campaigns and six lifestyle accounts, maintaining creative consistency and a distinct brand voice across every asset.

Applied a test-and-learn approach to creative experimentation, using performance insights to iterate on targeting, messaging, and content formats fast, supporting marketing initiatives that drove 25%+ sustained monthly growth.

Executed scalable content strategies leveraging AI tools and data insights to increase output velocity, improve visibility, and drive consistent engagement gains across channels.

## EDUCATION

---

### *IE BUSINESS SCHOOL*

*Master's in Creative Direction, Content and Branding*

- Led an international team of six for a renewable energy foundation's creative concept and content creation for waste awareness in partnership with LLYC, designing a high engagement rate of 7.22% engagement rate on YouTube channel.

### *EAE BUSINESS SCHOOL*

*Master's in Marketing Management and Sales*

- Developed a business plan for an innovative education startup in Las Rozas, conducting market research, identifying user needs, and proposing scalable solutions aligned with international education trends.

*UNIVERSIDAD DEL SAGRADO CORAZÓN*

*Bachelor's degree in Advertising with a Minor in Marketing and Theatre*

- Led the strategic rebranding and advertising campaign for a hospital, strengthening brand identity and community trust through cross-functional collaboration and digital marketing strategy.

---

## **LICENSES & CERTIFICATIONS**

### ***Google Ads and Measurement Display Certification***

*Escuela de Empresa* •

---

## **SKILLS**

Google Search Console & Tag Manager • Adobe pack • Click-up • CapCut • Meta Business Suite • WordPress • Sprinklr • Asana • Claude • Notion

---

## **HONORS & AWARDS**

### ***Cum Laude***

*Universidad del Sagrado Corazón* •

GPA: 3.66