



# Raquel Nogal

## Let's get in touch

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## Work experience

### Social Media Assistant | European Parliament

October 2022 - Present

- Management and planning of the social media content calendar
- Design, creation and translation of audiovisual content
- Copy writing and editing, e-mailing and communications
- Assistance in the creation of campaigns and organisation of events
- Support in the Press and Institutional Relations and Events Department

### Junior Account Executive | Aleph Comunicación

May 2022 - October 2022

- Planning and implementation of communication strategies
- Development of B2B communication strategies
- Drafting and translation of press releases
- Support in the Public Relations department
- Creation of clipping and client reports

### Communication Assistant | Kohl Comunicación

January 2022 - May 2022

- Monthly reports
- Press release writing
- Design of mailings and creatives
- Social media management

### SEO Copywriter | Comunicare

June 2021 - September 2021

- Writing SEO optimized content
- Publication and modification of content in different content management systems
- Support in linkbuilding actions
- Competitor analysis

### Journalist | Diario de Burgos

June 2019 - August 2019

- Writing, production and elaboration of information, press releases, briefs and reports in paper and digital editions of the newspaper
- Conducting interviews
- Attending events and press conferences

## Academic record

### Master's Degree in European Union

European Institute of Bilbao | 2021 - 2023

### Master's Degree in Digital Marketing, Social Media and Community Manager

Complutense University of Madrid | 2021 - 2022

### Bachelor's Degree in Journalism

Complutense University of Madrid | 2016 - 2021

### Multidisciplinary Communication Studies

University of Tampere | 2019 - 2020

## Skills

Copywriting

Microsoft Office

Design tools: Adobe CS, Canva

Project management systems: Notion, Trello, Asana

Data visualization systems: Tableau

CMS: Wordpress, Prestashop

DBMS: Augure, Mailchimp, Mediaddress, Odoo

## Languages

Spanish: mother tongue

English: C1

French: B2

German: A1