MARÍA LUISA ROS BOLEA

Big Data & AI Specialist | Digital Communication Expert

📧 malurosbolea@gmail.com | 📱 +34 692 892 183 | 📍 Madrid, Spain
🔗 [LinkedIn](#) | 💼 [Website](#) | 💻 [GitHub](#)

PROFESSIONAL PROFILE

Dual-trained professional in Digital Communication and Big Data/Artificial Intelligence, specialized at the intersection of data analysis and digital strategy. Graduate in Digital Communication (CEU San Pablo, 2020-2024) with a Master's in Big Data and AI (2025-2026). Proven experience in digital project management, data analysis, and campaign optimization. Proficient in Python, Pandas, NumPy, SQL, and visualization tools. Versatile profile with the ability to translate technical insights into actionable business strategies.

CORE COMPETENCIES

TECHNICAL SKILLS	DIGITAL SKILLS
• Python (Pandas, NumPy, Scikit-learn) • SQL (MySQL, PostgreSQL) • NoSQL (MongoDB, ClickHouse, Redis) • Big Data (medallion architecture, ETL) • Machine Learning (K-NN, cross-validation) • Statistics and data analysis • Visualization (Power BI, Matplotlib)	• Growth Marketing & SEO/SEM • Social Media Management • Content Creation & Copywriting • Marketing Automation • A/B Testing & Optimization • Digital Analytics (GA, metrics) • Digital community management

PROFESSIONAL EXPERIENCE

Marketing & Communications Manager

Élan Sexology Institute | Madrid | April 2025 - Present

- Launch & Strategy: I established and set up corporate accounts across all key platforms (Instagram, LinkedIn, Facebook), defining the brand's voice and tone.
- Educational Content Creation: I design the communication strategy to promote sexology services, translating complex topics into engaging and professional content.
- Advertising & Growth: I implement paid social media campaigns (Social Ads) to position the institute and attract new patients/clients.

Marketing & Communications Manager

Optisaz (Optician that sells hearing aids)| Madrid, Pozuelo de Alarcón | July 2025 - Present

- I manage the comprehensive marketing strategy for Optisad, bridging the gap between digital presence and physical product experience.
- I lead the Community Management, creating engaging content and managing communication to grow our audience.
- I oversee the visual identity of our products by designing the packaging, ensuring a cohesive brand image across all channels.

Community Manager, Social Media Manager & Content Creator

PZT by Posizionarte | Madrid | November 2024 - April 2025

- Managed multiple client accounts, creating personalized content strategies and optimized editorial calendars
- Produced multimedia content (copywriting, design, video) that improved clients' digital presence by 35%
- Analyzed performance metrics and adjusted strategies based on data insights to maximize organic reach

Freelance Community Manager & Content Creator

Independent Work | Remote | January 2024 - November 2025

- Collaborated with brands developing high-impact UGC content that increased awareness and engagement
- Managed influencer collaborations and Instagram content strategies, achieving measurable results in reach and conversion

Community Manager & Content Creator

IfCapital Murcia | Remote | July 2023 - November 2024

- Wrote specialized articles on investments, macroeconomics, and stock market trends, positioning the brand as an industry leader
- Built and managed online communities, increasing engagement and user loyalty among finance enthusiasts

ACADEMIC BACKGROUND

Master's in Big Data and Artificial IntelligenceCEU San Pablo University | 2025-2026

Bachelor's Degree in Digital CommunicationCEU San Pablo University | 2020-2024

LANGUAGES	ADDITIONAL SKILLS
Spanish: Native (C2) - English: Advanced (C1) *Trinity College Certified* - French: Intermediate (B1) *Cambridge College Certified*	- Multidisciplinary teamwork - Complex problem solving - Adaptability and continuous learning - Agile project management - Effective technical communication