

Sebastián López García

Digital Marketing & Communications Specialist | Social Media Strategist | Content Creator

About me

Bilingual professional in Digital Media and Communication with experience in social media management, digital marketing, and content strategy. Skilled in storytelling, SEO writing, and performance analytics. Proven ability to plan and execute multi-platform campaigns that increase engagement and brand awareness. Currently pursuing a Master's in Digital Marketing and Artificial Intelligence at INESDI Business Techschool (Madrid). Passionate about data-driven creativity and innovative storytelling.

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Education	Work experience
<p>Master's in Digital Marketing and Artificial Intelligence (In progress). October 2025 - July 2026 INESDI Business Techschool Madrid, Spain.</p> <p>Bachelor's in Communication and Digital Media. January 2020 - July 2024 Universidad del Valle de México Querétaro, México.</p>	<div><div><div>SPM Producciones</div><div>Community Manager - Digital Marketing</div><div>Querétaro, Qro.</div><div>January 2025 - October 2025. (10 months).</div></div><div><ul style="list-style-type: none">Managed multiple brand accounts and built content strategies based on audience insights.Increased engagement by developing optimized content (carousels, reels, stories).Designed creative copy and visual assets aligned with campaign objectives.Analyzed metrics and performance reports to guide future strategies and content adjustments.Collaborated with production teams to maintain consistency in brand storytelling.</div></div> <div><div><div>Vavel México</div><div>Coordinator – Editor – Sports Writer</div><div>Querétaro, Qro.</div><div>July 2020 - October 2025 (5 years y 3 months).</div></div><div><ul style="list-style-type: none">Coordinate editorial teams, planning weekly coverage and content assignments.Lead editorial planning: define topics, review writing, grammar, narrative coherence, and visual quality prior to publication.Implement SEO and storytelling strategies to increase article visibility on the homepage and main sections.Recruit, train, and mentor new writers, fostering their development in digital journalism and strengthening content quality.Manage coordination between editorial teams, ensuring tone consistency, factual accuracy, and on-time delivery.</div></div> <div><div><div>Gerresheimer Querétaro</div><div>Trainee – Organizational Communication</div><div>Querétaro, Qro.</div><div>October 2023 - August 2024. (10 months).</div></div><div><ul style="list-style-type: none">Designed and implemented internal communication materials for corporate campaigns.Created multimedia assets (videos, posters, newsletters) to strengthen employee engagement.Coordinated with HR and PR departments to align communication strategies with company culture.Supported cross-departmental initiatives to enhance organizational reputation.</div></div> <div><div><div>Chuck E. Cheese</div><div>General employee.</div><div>Querétaro, Qro.</div><div>December 2021 - September 2022. (10 months).</div></div><div><ul style="list-style-type: none">Delivered high-quality customer service in a fast-paced environment.Coordinated with team members to improve daily operations and service satisfaction.Maintained safety and hygiene standards in recreational and food areas.</div></div>
<p>Skills</p> <ul style="list-style-type: none">Social Media Management (Instagram, TikTok, Facebook, LinkedIn).Content Strategy & Calendar Planning.Copywriting & Storytelling (EN/ES).Digital Campaign Optimization (SEO, engagement, KPIs).Community Growth & Online Reputation.Visual Content Design (Canva, Adobe Suite).Video & Audiovisual Production.Data Analytics & Insights Reporting. <p>Languages</p> <ul style="list-style-type: none">Spanish — NativeEnglish — Advanced (C1)French — Intermediate (B1)German — Basic (A1)	