



Anaïs Guevara

Creative Strategist & Content Specialist

Experience

CREATIVE STRATEGIST & CONTENT MANAGER – LUXURY SECTOR

77 DIAMONDS & CHARTER&DREAMS | 2023 – PRESENT | REMOTE

77 Diamonds : Created creative copy for both organic and paid campaigns across the brand's social media platforms

- Produced and edited engaging multimedia content for Instagram, LinkedIn, and X, aligned with brand voice and campaign goals.
- Participated in the planning and execution of launch events for new showrooms in key global destinations.
- Managed influencer scouting using platforms like Grin, and led campaign ideation, contract negotiation, and deliverables coordination with talent.

Charter&Dreams : Managed digital content and strategy for a luxury yachting brand.

- Created targeted newsletters for clients and brokers
- Managed website content (Elementor), including yacht listings and blog SEO
- Designed and executed social media and editorial content across platforms
- Participated in multiple Fam Trips with international brokers, creating and editing content for social media

Tools: Elementor, CapCut, Mailchimp, Looker, Slack, Redmine

CREATIVE COPYWRITER & STRATEGIST

HAWKERS | JUL 2022 – OCT 2023 |

- Developed campaign ideas and scripts for celebrities (Pierre Gasly, Paula Echevarría, Álex Márquez, Manuel Turizo)
- Wrote high-performing copy for digital ads, social campaigns, newsletters, and landing pages
- Ensured message consistency and brand alignment across touchpoints.
- Supported event activations and influencer collaborations

MARKETING & CONTENT CONSULTANT – FREELANCE

VARIOUS CLIENTS | 2020 – 2022 | INTERNATIONAL

- Leading copy and strategy for performance campaigns
- Developed creative angles and copy for Meta, TikTok, Google and native ads
- Created blogs, newsletters, and scripts with a focus on conversion and branding
- Worked with lifestyle and tech brands including LIVALL to scale content and brand alignment

CREATIVE & STRATEGIC INTERNSHIPS

MCCANN, LOLA MULLENLOWE, PUBLICIS, OGILVY, BRISTOL-MYERS SQUIBB | 2016-2019

- Contributed to campaigns for Burger King, Magnum, Cabify
- Participated in creative ideation, pitch support, and cross-functional collaboration
- Led content support in pharma events and innovation processes

Languages

FRENCH | SPANISH | ENGLISH | PORTUGUESE

Contact

ANAISGUEVARA2@GMAIL.COM

WWW.ANAISGUEVARA.COM

MADRID

EDUCATION

– Double Degree in Marketing & Advertising : ESIC Business School

– MA in Creativity: Brother Ad School

– Baccalauréat Littéraire: Lycée Français de Madrid

SKILLS

- 9+ years' experience
- Creative Strategy | Campaign Development | Brand Storytelling
- Social Media Strategy | Content Writing | Influencer Collaboration
- Adobe Suite, Mailchimp, Elementor, CapCut, Meta Ads, Grin, Google Analytics, Looker, Slack
- Worked hands-on with stakeholders across all levels of the organization, from junior teams to C-level executives.

EXTRAS

- Lived in 6 countries: France, Mexico, South-Africa, Argentina, Brasil and Spain
- Traveled to 50+ different countries
- PADI Certified
- Strong passion for storytelling, creative content, and cultural diversity