

# PROFESSIONAL PROFILE

Bilingual (EN/ES) multidisciplinary professional with a degree in Audiovisual Design and additional training in journalism and photography. For the past +6 years, I have been working as a freelancer in communications, specializing in content and copywriting, photography and content creation.

A born storyteller and always guided by my main values: empathy, authenticity and creativity.

## WORK EXPERIENCE

### CONTENT WRITER

Growth Marketing Agency | *Spain - Freelance (June 2022 - Present)*  
Freelance English content writer.  
Developing content for [Advantere School of Management's online blog](#).

### MUSIC WRITER

[Luna Collective Mag](#) | *United States - Freelance, remote (Nov 2021 - Present)*  
Music writer at Luna Collective Mag, digital publication on arts and culture. Features, articles, interviews, reviews.

### CONTENT MANAGER

Reloop Wear | *Germany - Freelance, remote (June 2021 - Present)*  
Content Manager and Creator at Reloop Wear, circular capsule clothing for responsible travelers.

Content Strategy and Creation  
Web and Social Media Copywriting  
Graphic Design  
Social Media Management  
Photo and Video Editing

### COPYWRITER & CONTENT CREATOR

*Freelance (2020 - Present)*  
Social Media Management - Content Strategy & Planning  
Content and copywriting (ESP + ENG) : articles, blog posts, press releases, web and social media copy  
Marketing graphic design

Clients:  
LIT Communication / RMIT University / Reloop Wear / Growth Marketing Agency

### WRITER & PHOTOJOURNALIST

*Freelance (2016 - Present)*  
Live music photography  
Editorial photography: interviews + feature stories  
Article Writing  
Niches: Arts / Culture / Music

*In collaboration with several independent digital publications:*  
[Madrid No Frills](#) / [Indie Hoy](#) / [SPE](#) / [Revista Sendero](#) / [Rock and Ball](#) / [In The Flow Press](#) / [Rock para los Dientes](#) / [Revista Dislexia](#) / Buenos Aires Herald / Revista Chocha

### PHOTOGRAPHER & CAMAROGRAPHER

*Freelance (2015 - Present)*  
Photographic coverage of personal, cultural and corporate brand events. Photo editing and retouching. Camera work and video editing.

- Covered personal and corporate events of +200 guests.
- Experience in live coverage and on-site editing.

*Works for:*  
[Cuika Foto](#) / [MBC Photography](#) / [BigAirPhoto](#) / [Home Concerts](#) / [Open Folk](#) / [Sofar Sounds Madrid](#) / [Concert Media Producciones](#) / [Random Lab](#) / Universidad de Buenos Aires (UBA) Law School



melanie guil

CREATIVE STORYTELLER

## CONTACT

Nationality: Argentinean + Spanish

📍 Madrid, España

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🌐 [www.melguil.com](http://www.melguil.com)  
[www.linkedin.com/in/melanieguil](https://www.linkedin.com/in/melanieguil)

[Writing Portfolio](#)

## LANGUAGES

Native Spanish  
Native level English  
French A2

## SOFTWARE & TOOLS

Adobe Creative Suite:  
Lightroom, Photoshop,  
Illustrator, Premiere Pro

Basic InDesign, Audition &  
After Effects

Canva

Wix & Wordpress

Google & Facebook Ads

Basic HTML & CSS

Trello - Notion - Slack

## COMMUNICATIONS

*Retargetly | Buenos Aires, Argentina (2015)*

Communications Manager at Retargetly.

Social Media Management, content creation, blogging.

## STAFF WRITER

*Whim Online Magazine | Australia - remote (2014 - 2015)*

Articles and reviews on the work of contemporary photographers and artists.

- Delivered 2 blog posts per month. Covered the work of more than 15 artists and photographers.

## MARKETING & COMMUNICATIONS

*AIESEC | Buenos Aires, Argentina - Volunteer (2013)*

Design, content writing and communications.

## ACADEMIC BACKGROUND

*EFTI, CENTRO INTERNACIONAL DE FOTOGRAFÍA Y CINE (MADRID)*

**Professional Photojournalism Course (2020)**

*NEW YORK FILM ACADEMY (CAMPUS NUEVA YORK)*

**4 Week Photography Program (2016)**

*UNIVERSIDAD DE PALERMO (BUENOS AIRES)*

**Audiovisual Design - Undergraduate Degree (2008 - 2014)**

*SAINT JOHN'S SCHOOL (BUENOS AIRES)*

**Bilingual Baccalaureate (2003 - 2007)**

## PUBLICATIONS

*The Korean luthier keeping one of Spain's disappearing traditions alive*

**Madrid No Frills**

*Empty Spain: Valley of Fornela*

**Madrid No Frills**

## EXHIBITIONS

*Festival Buena Vibra*

**Estadio Malvinas**

(Buenos Aires - 2019)

*Festival Avalancha*

**Club Matienzo**

(Buenos Aires - 2019)

*Festival Indie Hoy 10 Años*

**Ciudad Cultural Konex**

(Buenos Aires - 2019)