

# FRANCESCA AYMERICH MAINIERI

Madrid, Spain

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EU Working Rights | Eligible to sign internship agreement via IE University

## SUMMARY

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Strategic and analytical Communications and Digital Media graduate with international experience in luxury hospitality and real estate. Strong background in market and competitor analysis, consumer insights, brand positioning, and digital strategy. Experienced in supporting rebranding initiatives, website optimization, and commercial strategy, translating research and data into clear positioning, content direction, and business-driven decision-making. Combines creative thinking with structured, data-informed execution and business judgment.

## EDUCATION

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### IE UNIVERSITY

Madrid, Spain

#### Bachelor in Communications and Digital Media

Expected: July 2026

- GPA: 8.35/10.00
- Relevant courses: Advertising Creativity, Advertising Management & Media Distribution, Branded Content, Branding: Identity, Strategy & Reputation, Digital Marketing & Social Media, Creative Project Management, Graphic Design & Infographics, Multimedia Narrative & Interactive Design.

## EXPERIENCE

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### Kurà Boutique Hotel

Uvita, Costa Rica

#### Marketing, Strategy & Social Media Intern

June 2025 - January 2026

- Conducted market and competitor analysis across multiple luxury hospitality, wellness, and sustainability brands by reviewing brand positioning, digital touchpoints, and industry trends to deliver insights that supported strategic decision-making.
- Supported end-to-end brand positioning and digital direction across the website and social media platforms by compiling research into strategic recommendations and collaborating closely with the general manager and owners to strengthen brand alignment and digital presence.
- Contributed to the brand's website proposal and content strategy across Instagram, TikTok, and Facebook by auditing existing content, refining UX and site structure, and aligning platform messaging to enhance brand clarity and cross-channel consistency.

### 320 Real Estate

Marbella, Spain (Remote)

#### Marketing & Social Media Associate

September 2025 - November 2025

- Optimised property listings and marketing collateral for luxury real estate assets by conducting structured market research and competitor benchmarking to strengthen listing visibility and attract qualified buyers.
- Managed Instagram content and visual presentation for luxury property listings by creating and posting content and redesigning the grid layout and highlights, supporting property promotion initiatives and strengthening brand presentation.

### Grupo Financiero Improsa

San José, Costa Rica

#### Commercial and Marketing Intern

July 2024 - August 2024

- Supported commercial real estate strategy by coordinating property commercialization, prospecting, and client management, contributing to portfolio growth and stronger client relationships.
- Executed market research and supported marketing initiatives across the commercial real estate portfolio, contributing to stronger brand positioning and property visibility.
- Worked with corporate social media channels and contributed to digital content creation, including video and podcast production, supporting brand visibility and audience engagement.

## CERTIFICATIONS

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- **Branding & Design Job Simulation Certificate** – Forage | May 2026
- **Careers in Tourism: Event Operations Job Simulation Certificate** – Forage, City of Moreton Bay | February 2025

## ADDITIONAL INFORMATION

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- **Languages:** Spanish (Native). English (Native).
- **Technical Skills:** Canva, CapCut, Adobe Creative Suite, Figma, basic CMS & website editing, photo and video editing, content scheduling and analytics tools, and social media management platforms
- **Interests:** Marketing, travel, strategy, food & cooking, branding, event planning, interior design, advertising, personal photography, content creation, fashion, hospitality, real estate, football.