

Nekane Jaca

Communications & Editorial · PR & Storytelling · Bilingual EN/ES

Barcelona, Spain | Relocating to The Hague, Netherlands — available from March 2027 | EU citizen (Spain)
+34 611 44 51 50 | nekanejaca@gmail.com | linkedin.com/in/nekane-jaca | Portfolio: readymag.website/u3213921696/5723450

PROFESSIONAL SUMMARY

Bilingual communications and editorial professional (Spanish and Catalan native, English C1) with hands-on experience in press relations, brand storytelling and editorial writing. I currently lead brand communications and content at Bluenze, an independent digital studio, and work freelance on press office support, PR and English-Spanish translation of editorial and academic texts. Studying Communication at UNIR after two years of English Studies at the University of Barcelona. I write for international audiences and care about clarity, register and cultural nuance in both languages. Relocating to The Hague in March 2027; actively learning Dutch.

WORK EXPERIENCE

Brand Communications & Content Lead — Bluenze 2025 – Present

Barcelona, Spain · bluenze.com · Independent digital studio serving industrial and B2B clients

- Built the studio's **brand identity** and **tone of voice** from the ground up: positioning research, competitor analysis, messaging framework and verbal identity guidelines now applied across every channel.
- Own the full **content strategy**: editorial calendar, blog production on a headless CMS, **SEO** (Search Engine Optimisation) keyword research and on-page optimisation, and distribution across LinkedIn and Instagram.
- Write all **brand and marketing copy** — website, landing pages, case studies, newsletters and social — in Spanish and English, adapting register per channel and audience.
- Develop **brand storytelling** for client projects: narrative direction, naming and messaging that translate technical B2B propositions into copy a non-technical buyer understands.
- Use **AI tooling** in daily production for research, drafting and content operations, with human editing as the final layer.

Communications, PR & Translation Specialist — Freelance 2024 – Present

- Run **press office** and **media relations** for independent clients: press releases, media kits, key messages and outreach to journalists and publications.
- Develop **digital communication strategies** and brand narratives adapted to international audiences across cultural and market contexts.
- Editorial writing and editing**: long-form articles, brand narratives and branded content, with structural editing and proofreading in both languages.
- Translation and localisation** (English <> Spanish) of academic, editorial and promotional texts, applying a **transcreation** approach that preserves intent, tone and cultural nuance.

Chocolate Advisor — Lindt & Sprüngli May 2022 – Present

Barcelona, Spain · Premium confectionery brand, international retail

- Four years inside a **premium brand** environment, advising an international clientele in Spanish, Catalan and English — direct, daily insight into how luxury positioning translates into customer experience.
- Visual merchandising** and product presentation aligned to seasonal campaigns, executing brand guidelines at point of sale.
- Consistent delivery against commercial targets in a high-pressure team environment.

SKILLS

Communications: corporate communications, press releases, media relations, press office management, media kits, key messaging, stakeholder communication, internal communications, crisis-aware messaging.

Editorial: long-form and feature writing, editing, structural editing, proofreading, style guides, editorial calendars, headless CMS publishing, fact-checking, interviewing.

Brand & Content: brand identity, tone of voice, verbal identity, storytelling, branded content, content strategy, SEO (Search Engine Optimisation), social media and community management.

Language Services: English <> Spanish translation, localisation, transcreation, editorial and academic translation, bilingual copy adaptation.

Tools: Canva, Figma (basic), Notion, Google Workspace, Google Analytics, AI tooling for research and drafting.

Languages: Spanish (native), Catalan (native), English (C1+), Dutch (A1 — actively learning).

EDUCATION

B.A. Communication — in progress 2025 – Present

UNIR – International University of La Rioja, Spain · Digital strategy, branded content, online communities, transmedia storytelling · Fully online, compatible with full-time work abroad

English Studies (English Philology) — two years of coursework completed 2022 – 2024

Universitat de Barcelona, Spain · English language, translation and contemporary literature