

Nekane Jaca

Content & Brand Marketing • Copywriting • Bilingual EN/ES

Barcelona, Spain | Relocating to The Hague, Netherlands — available from March 2027 | EU citizen (Spain)
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PROFESSIONAL SUMMARY

Bilingual content and brand marketing specialist (Spanish and Catalan native, English C1) currently leading brand and content at Bluenze, an independent digital studio. I build brand identities and tone of voice from scratch, own editorial calendars and SEO-driven blog production, and write marketing copy in two languages. My background combines a Communication degree in progress, two years of English Studies at the University of Barcelona, and four years inside a premium international brand — so I approach content from both the strategic and the customer-facing side. Relocating to The Hague in March 2027; actively learning Dutch.

WORK EXPERIENCE

Brand & 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.

Content, PR & Bilingual Translation Specialist — Freelance

2024 – Present

- Deliver **press office** and **public relations** support: press releases, media materials and digital communication strategies for independent clients.
- Produce **branded content** and brand narratives adapted to international audiences, working across cultural and market differences.
- Translation and localisation** (English <> Spanish) of academic, promotional and editorial texts, with a **transcreation** approach that preserves intent and tone rather than literal wording.

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

Content & Marketing: content strategy, editorial calendar planning, copywriting, blog and long-form writing, SEO (Search Engine Optimisation), keyword research, newsletter and email marketing, campaign concepts, content distribution, headless CMS, Google Analytics.

Brand: brand identity, brand positioning, tone of voice, verbal identity, messaging frameworks, storytelling, naming, brand guidelines, B2B communication.

Social Media: LinkedIn, Instagram, TikTok, community management, social copywriting, content calendars, Meta Business Suite.

Language Services: English <> Spanish translation, localisation, transcreation, proofreading, editorial and academic texts.

Tools: Canva, Figma (basic), Notion, Google Workspace, AI tooling for content 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