

MARÍA BELÉN SILVA CAMPOS

Communications Professional | Social Media | Event Management | Digital Marketing

[E-mail](#) | [Personal Web](#) | [LinkedIn](#) | [Portfolio](#)

Communications professional with experience in corporate, internal and digital communications, social media, digital marketing and international events. Skilled in developing multi-channel content, coordinating cross-functional projects, managing digital platforms and analysing performance to improve audience engagement and organisational visibility. Experienced in multicultural environments, combining strategic thinking with a hands-on approach to communication and project delivery.

PROFESSIONAL EXPERIENCE

Communication Officer | [ESSP SAS](#)

10/02/2025 - Present

- Coordinate corporate and digital communication activities across LinkedIn, X, Bluesky, YouTube and the corporate website, ensuring consistent messaging and brand visibility.
- Develop and optimise communication content, campaign assets and digital materials, translating technical and organisational information into clear, engaging messages for diverse audiences.
- Monitor channel and campaign performance metrics and prepare analytical reports, using insights to improve content and audience engagement.
- Coordinate communication and event activities for international conferences, trade shows and organisational initiatives, including Airspace World and the EGNOS Workshop, collaborating with internal teams and external stakeholders.
- Create corporate communication materials, presentations and visual assets, and support timely digital communication during operational incidents, contributing to consistent stakeholder communication.

Communication and Operations Officer | [SpainNAB](#)

17/04/2023 - 07/02/2025

- Develop communication and visual content for multi-channel institutional campaigns across web, social media, email and external communications, supporting organisational visibility.
- Coordinate communication projects, campaigns and events involving internal teams, member organisations, external partners and multiple organisational priorities.
- Support targeted email marketing campaigns and newsletter distribution through Mailchimp, adapting content to different audiences and communication objectives.
- Manage project workflows and reporting through Monday, coordinating multiple workstreams and supporting cross-functional delivery.
- Prepare communication reports and analyse campaign and channel performance data to identify opportunities for improvement and strengthen audience and stakeholder engagement.

Head of Social Media | [The Euroculturur Magazine](#)

01/07/2021 - 31/07/2022

- Lead and coordinate an international team of 8 volunteers, ensuring collaboration, alignment and timely delivery of editorial and communication projects.
- Develop and implement the social media and content strategy, increasing audience engagement by over 60% through audience-focused content and continuous performance analysis.
- Create and manage digital, editorial and visual content across social media platforms, adapting formats and messaging to different audiences.
- Coordinate online and in-person international events and communication activities, including a large-scale event in Kraków, Poland.
- Support audience growth and outreach initiatives through consistent content planning, community engagement and cross-platform communication.

Community Manager | [The Euroculturur Magazine](#)

25/01/2021 - 30/06/2021

- Create and schedule engaging digital content for Instagram and other social media platforms, adapting formats and messaging to different audiences.
- Manage daily social media activity and community interactions, ensuring consistency with the magazine's editorial strategy and brand identity.
- Support event promotion and audience engagement through digital content, social media campaigns and community management.
- Draft, edit and review editorial and digital content for online publication, collaborating with the editorial team to maintain content quality and consistency.

Researcher (Intern) | [Uppsala University](#)

Department of Peace and Conflict Research

01/09/2021 - 31/01/2022

- Conduct qualitative research and analysis on populism, democracy and European political developments.
- Analyse academic literature and political developments, synthesising complex information into clear and structured findings.
- Produce evidence-based research papers on democracy, nationalism and protest movements, strengthening analytical and written communication skills.

Social Secretary | Embassy of South Africa in Caracas

03/05/2019 - 09/10/2020

- Draft diplomatic correspondence, institutional communications, Notes Verbales and official documents in English and Spanish, adapting messages to different audiences and contexts.
- Coordinate diplomatic meetings, protocol activities and cultural events, supporting logistics, briefing and stakeholder relations.
- Support communication and public outreach initiatives promoting diplomatic and cultural engagement.
- Translate official correspondence and diplomatic documentation between English and Spanish, ensuring accuracy and consistency.

Event Management Assistant (Intern) | [CAF – Development Bank of Latin America](#)

17/02/2017 - 17/11/2017

- Plan and coordinate monthly institutional and cultural events, managing logistics, administrative tasks and on-site support.
- Coordinate suppliers, artists and internal stakeholders, ensuring smooth event preparation and execution.

- Coordinate and participate in Cultural Committee meetings responsible for annual event planning and programme delivery.
- Design and implement a new cultural section within the organisation's intranet, improving access to cultural content and supporting internal communication and employee engagement.

EDUCATION

- **Joint Master's Degree in Digital Marketing, Communication and Social Media (2023 - 2024)**
Universidad Camilo José Cela and ID Digital School
- **Joint Master's Degree in European Studies (2020 - 2022)**
Uppsala University and Deusto University
- **Bachelor's Degree in International Relations (2012 - 2017)**
Universidad Central de Venezuela, Magna Cum Laude

LANGUAGES

Spanish (native) | **English** (advanced) | **German** (basic)

COURSES & ACTIVITIES

- **Training "Digital Marketing for Businesses"**
Remote - Academia de Innovación, Movistar Empresas, 18/10 - 15/11/2022
- **Workshop "Digital communication, conversations through the screen"**
Bilbao, Spain - Deusto Alumni, 08/02 and 10/02/2022
- **Workshop "Techniques and strategies for effective negotiation"**
Bilbao, Spain - Deusto Alumni, 10/03, 15/03 and 17/03/2022
- **EU@Work Seminar on Digital Policies**
Brussels, Belgium - TEPSA, 26/10/2021 - 29/10/2021
- **Workshop "Diplomacy and International Protocol"**
Caracas, Venezuela - Brújula Internacional, 05/11/2016

PUBLICACIONES

- [Implications of Populism on the EU Immigration Legislation: Evidence from the Legislation adopted and implemented during the 8th European Parliament \(2014-2019\)](#)
Uppsala University, 26/09/2022
- [Citizenship and the Democratic Deficit of the European Union](#)
The Eurocultur Magazine, 06/05/2021
- [The Right to Privacy in the Fight against Terrorism](#)
The Eurocultur Magazine, 19/02/2021

CORE SKILLS

Corporate Communications | Internal Communications | Digital Communications | Social Media Strategy | Digital Marketing | Content Development & Storytelling | Campaign Coordination | Event Management | Project Management | Stakeholder Engagement | Cross-functional Collaboration | Reporting & Analytics | Team Leadership

DIGITAL TOOLS

- **Productivity and Collaboration:** Google Workspace, Microsoft Office (Excel, PowerPoint, Word) & Slack
- **Design and Visual Communication:** Adobe Creative Cloud, Canva, Prezi & basic video editing
- **Web Management:** WordPress
- **Social Media, Email Marketing and Analytics:** Buffer, Metricool, Hootsuite & Mailchimp
- **Project Management:** ClickUp, Monday & Trello
- **Digital Marketing:** Google Ads & SEO
- **Generative AI:** ChatGPT, Claude, Gemini, NotebookLM & Microsoft Copilot

OTHERS

- **Volunteer at Children's Day Care Centre**
Spanish Red Cross, September 2023 - February 2025
- **Academic trainer for the subject of Constitutional Law**
Universidad Central de Venezuela, June 2015 - January 2017
- **Delegate**
National Model United Nations. New York Conference, 20 to 24 March 2016