

Aisha Meneses Rodríguez

Creative Strategist | Brand Strategy | Creative Direction

📍 Madrid, Spain ✉ contacto@aishameneses.com ☎ 646 80 92 37 🌐 aishameneses.com 🌐 aishamariana

Summary

Brand and creative strategist with 8+ years of experience developing brand concepts, campaigns, and content strategies across digital and physical touchpoints. Skilled at translating consumer insights into creative ideas that connect with audiences and drive business value.

Experience

- | | |
|--|--|
| Abogados DVA , Brand & Content Strategist | Jan 2025 – present
1 year 3 months |
| <ul style="list-style-type: none">Developed and executed TikTok and Instagram content strategy, transforming complex legal topics into accessible and engaging brand narratives.Led creative direction, scripting, and video production for short-form content aligned with the brand identity.Monitored performance metrics and audience behaviour to optimize formats and identify organic growth opportunities. | |
| Freelance , Brand Designer & Creative Consultant | Jan 2020 – present
6 years 4 months |
| <ul style="list-style-type: none">Designed brand identities from strategy to visual execution, including positioning, brand narrative, and visual systems.Conceptualized communication materials and campaign assets for digital and physical environments.Collaborated closely with clients to translate business objectives into clear creative solutions. | |
| Imperia Fine Art , Digital Brand Strategist | Jan 2023 – Dec 2024
2 years |
| <ul style="list-style-type: none">Developed editorial and storytelling strategies to reinforce the brand's premium positioning on social media.Created narrative content connecting with audiences interested in family portrait photography.Managed community engagement and analyzed interaction data to identify content opportunities. | |
| Línea Directa, El Corte Inglés, Mapfre, Pelayo , Account Manager & Business Consultant | Jan 2017 – present
9 years 4 months |
| <ul style="list-style-type: none">Managed accounts in highly competitive industries, identifying opportunities and building long-term client relationships.Presented tailored value propositions and solutions aligned with client needs. | |

Skills

Brand Strategy: Brand positioning, consumer insights, brand narrative, strategic thinking.
Creative Strategy: Concept development, storytelling, campaign ideation, creative direction.
Marketing & Content: Content strategy, social media, editorial planning, community growth.
Tools: Adobe Creative Suite, Figma, Google Slides, CapCut.
Languages: Spanish (Native), English (B2)
Additional Training: Diploma in Digital Marketing — Instituto Internet

Education

- | | | |
|-------------------|---|---|
| Master's | UDIT (University of Design and Technology) , Branding & Brand Creation | Madrid, Spain
Jan 2025 – present |
| Bachelor's | Universidad Alejandro Humboldt , Advertising | Caracas, Venezuela
Jan 2011 – Dec 2015 |