Roberta Vannini

STRATEGIC COMMUNICATIONS & CONTENT MANAGER



PROFESSIONAL EXPERIENCE

Co-Founder and Communication Manager.
RoSa Digital - Brand Agency
Barcelona, 2024 - Present

- *Develop communication strategies, brand positioning and content plans for clients across different sectors.*
- *Coordinate communication projects and create consistent messaging across digital channels.*
- *Translate business objectives into clear messaging and coherent brand narratives across communication channels.*

Country Manager (SPAIN & ITALY). Content & Brand Strategy | BIKE24
International e-commerce for bikes and accessories.
Barcelona, Mar 2022 - May 2024

- *Coordinated content and brand strategy across two international markets.*
- *Adapted brand messaging and digital communication initiatives to local audiences.*

Communication & Branded Content Manager
Factoría de Proyectos | Marketing and communication agency. Barcelona, Jan 2020 – Feb 2022

- *Developed branded content and communication initiatives aligned with client objectives.*
- *Coordinated content development and communication projects across channels.*

Head of Marketing and Communication.
NothingAD Comunicació | Marketing and communication agency. Barcelona, Sept 2014 – Jan 2019

- *Led marketing and communication initiatives, supporting brand positioning and communication planning.*
- *Coordinated projects and stakeholders to ensure consistent messaging and delivery.*

Strategic Communications, Spain & Italy. Groupalia.
Local leisure, travel, services, and products offers
Barcelona, Jan 2013 – Sept 2014.

- *Supported communication initiatives and messaging across the Spanish and Italian markets.*
- *Contributed to the development and coordination of communication activities for a multi-category digital business.*

Online Marketing Consultant
Onetomarket | Digital agency.
Barcelona. *Jan 2010 – Jan 2013*

- *Supported digital marketing strategies, online communication and campaign optimisation.*
- *Contributed to digital communication initiatives, content optimisation and campaign execution.*
- *Worked with digital marketing tools to support online visibility and campaign performance.*

CONTACT

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PORTFOLIO

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ABOUT ME

Strategic communications and digital marketing professional with 15+ years of international experience in communication agencies, e-commerce and consultancy. Skilled in communication strategy, storytelling, brand positioning and content development. Experienced in coordinating projects across markets, aligning stakeholders and translating organisational objectives into clear, engaging messages.

KEY SKILLS

- Strategic Communications, Planning & Project Management
- Content Strategy & Storytelling
- Brand Positioning, Brand Identity & Visual Communication
- Corporate Communications
- Cross-Functional Collaboration
- Editorial Planning & Content Development
- Digital Marketing & Audience Engagement
- Campaign Coordination & Performance Analysis
- Media Relations & Public Relations
- Graphic Design & Video Production

EDUCATION

Professional Certificate in Dynamization, Programming and Development of Cultural Activities. Barcelona, Grup CIEF. June *2025*

Master's Degree in Brand Management. IM Digital Business School - *2020*

Master's Degree in Film and Audiovisual Studies. Pompeu Fabra University, Barcelona. *2014 - 2015.*

Bachelor's Degree in Audiovisual Communication. University S. O. Benincasa, Naples, Italy - *Graduation: 2007*

CORE COMPETENCIES & EXPERIENCE

01 COMMUNICATION STRATEGY & CAMPAIGN MANAGEMENT

- Development and execution of integrated communication and marketing strategies.
- Coordination of multichannel campaigns, creative teams and external partners.
- Campaign monitoring, KPI analysis and performance reporting.

02 CONTENT STRATEGY & DIGITAL COMMUNICATION

- Planning and management of content for social media, newsletters, blogs and websites.
- Development of editorial calendars and audience-focused messaging.
- Coordination of visual and multimedia content production.

03 BRANDING & VISUAL COMMUNICATION

- Brand positioning, visual identity and messaging consistency across channels.
- Development of communication materials for campaigns, launches and events.
- Identification of opportunities to increase brand visibility and audience engagement.
- Ensuring proper application of visual identity across all brand touchpoints.

04 INSTITUTIONAL COMMUNICATION & MEDIA RELATIONS

- Development of institutional communications, newsletters and corporate content.
- Drafting of press releases and coordination of their distribution.
- Coordination with stakeholders, media outlets and institutional partners.
- Organisation of events, presentations and external communication initiatives.

05 PROJECT COORDINATION & REPORTING

- Coordination of communication projects from briefing to execution and evaluation.
- Budget monitoring and preparation of reports and strategic documentation.
- Collaboration with internal teams, agencies and external stakeholders.

TOOLS

- Communication & Productivity: Microsoft Office, Google Workspace
- CMS: WordPress
- CRM & Email Marketing: Mailchimp, HubSpot
- Design: Adobe Creative Suite, Canva
- Social Media: Meta Business Suite, Metricool, Hootsuite, ContentBird
- Analytics & SEO/SEM: Google Analytics, Google Ads, Semrush
- Project Management: Asana, Jira
- Web: Basic HTML/CSS

SELECTED PUBLICATION

- *Comparative Cinema – Ruiz de Samaniego, Alberto & José Manuel Mouriño, eds. 2011. La voz de un Pasolini. Primeros apuntes de ensayista cinematográfico.*

LANGUAGES

