



# DANI LEGUI

Brand Strategy | Social Media & Content | Team Leadership  
Community Building | Creative Direction | Campaign Planning

I build brands, communities, and teams that grow. With experience leading rebrands, scaling social media from scratch, and managing cross-functional teams, I work at the intersection of strategy, creativity, and people. Passionate about mentoring, collaboration, and creating meaningful experiences.



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MAD, ES

## EDUCATION

### Master in International Marketing Management

UNIE Universidad  
Madrid, Spain  
2023-2024

### Specialization in Comms Planning

Planning Dirty Academy  
Online, United States  
2022

### Degree in Advertising and Communications

Universidad del Desarrollo  
Santiago, Chile  
2018-2022

## LANGUAGES

Spanish	<div style="width: 100%;"></div>	Native
Portuguese	<div style="width: 100%;"></div>	Native
English	<div style="width: 80%;"></div>	C2
German	<div style="width: 20%;"></div>	A2

## SKILLS

Adobe (Ai, Ps, Pr, Lr), Microsoft 365 (Excel, Word, Power Point, Outlook), Figma, Miro, Canva, Capcut, Wix, Trello, Clickup.



## PROFESSIONAL EXPERIENCE

### Communications Manager

IE University, Madrid, Spain | 2026 - Present

- Designed and implemented a unified **communications strategy** across four teams, creating a shared framework that improved brand consistency and cross-team collaboration.
- Led a social media team** while coordinating external creative partners across design, photography, and video production to ensure cohesive brand execution.
- Achieved **300% growth in content reach, 7x engagement**, and **tripled event attendance** within 3 months.

### Brand Specialist

IE University, Madrid, Spain | 2025 - 2026

- Drove IE University's new **brand positioning**, including an internal launch event for 1,000+ people, coordinating internal teams with external agencies to ensure consistent execution.
- Directed the **visual identity** revamp across five IE schools, overseeing implementation across digital, print, web, and branded materials.
- Delivered **brand training sessions**, ensuring correct and consistent use of the new identities across all touchpoints.

### International Relations and Communications

Universidad CEU San Pablo, Madrid, Spain | 2022 - 2025

- Led **strategic communications, events and partnerships** to strengthen engagement and collaboration opportunities.
- Developed and executed **multi-channel communication strategies**, while **leading** and mentoring a team of 6 interns.
- Founded CEU Global** through insight-driven research, growing the community to 500+ members in 5 months.

### Strategic Planner

BBDO, Advertising Agency, Santiago, Chile | 2022

- Conducted **audience research, trend analysis**, and **social listening** to support brand positioning and strategic campaigns.
- Translated data into insights and actionable recommendations for clients and creative teams.
- Built the agency's first strategic **comms planning framework** and tools manual, standardizing processes and improving execution efficiency across client accounts.