



+34 627 398 698

[LinkedIn](#)

danielalegui@gmail.com

[Portfolio](#)

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

Native

Portuguese

Native

English

C2

German

A2

SKILLS

Adobe (Ai, Ps, Pr, Lr), Microsoft 365 (Excel, Word, Power Point), Figma, Canva, Wix



DANI LEGUI

Specialist in connecting brands and audiences through innovation, trend research, and market analysis. I stand out for my positive attitude and creative approach, which drive strategic and collaborative solutions. I'm looking for a team where I can contribute with my energy, experience, and vision while continuing to grow both professionally and personally.

PROFESSIONAL EXPERIENCE

International Relations and Communications

Universidad CEU San Pablo, Madrid, Spain (2022 - 2025)

- Led **event management** and **public relations** initiatives, negotiating partnerships with Citylife, Icon Club, and Be Madrid.
- Supervised and trained new talents, promoting their development to achieve key business objectives.
- Designed and implemented **communication strategies** for 5,000+ clients across social media, email, and web platforms.
- **Founded** CEU Global, an initiative based on **insight-driven research** (Focus Groups and surveys with 700+ students), enhancing the international student experience and growing the community to 500+ members in just 6 months.

Strategic Planner

BBDO, Advertising Agency, Santiago, Chile (2022)

- Conducted **user and trend analysis** using Brandwatch, Omni, and Trendwatching tools to support digital transformation projects.
- Conducted **social listening analysis**, identifying key insights that informed **brand positioning** strategies for Carozzi, Sodimac, and Lipton.
- **Developed executive presentations** consolidating insights into actionable strategic roadmaps for teams and clients.
- **Created a Comms Planning manual**, standardizing tools and processes to optimize strategic execution.

Freelance Consultant for International Startups

Hiway, JME Cabinet, Yellow Bus (2021 - 2023)

- Built and consolidated **brand identity** through branding strategies and graphic design.
- Planned, designed, and executed **social media campaigns** and corporate events.

Co-founder and Creative Director

SxClub, Startup, Santiago, Chile (2021 - 2022)

- Led **audience research** to define the brand's tone, voice, and overall branding strategy.
- Co-hosted a **podcast on Spotify**, reaching 450 monthly listeners within the first 2 months.
- Managed **social media content**, growing the community to over 650 followers in 3 months.