



# POL VILAR

CONTENT CREATOR | SOCIAL MEDIA STRATEGY

## ABOUT ME

Experienced content creator and social media manager with over **220,000 followers** and more than **40 million** video views. Skilled at driving brand growth and building engaged communities to elevate brand image, digital footprint, and overall social media presence.



*if you've made it this far, we should probably talk*

## PORTFOLIO

[www.polvilar.com](http://www.polvilar.com)

*you should check it out!!*

## RELEVANT WORK EXPERIENCE

### CONTACT

- ✉ polvilargc@gmail.com
- 📍 Madrid, Spain
- 📷 @polvilarx

### LANGUAGES

Spanish

English

### TOOLS AND SKILLS



Creative Direction · Social Media Strategy · Content Strategy · Campaign Development · Brand Building · Short-form Content Creation · Community Management · Community Engagement · UGC Production · Copywriting · Social Media Analytics · KPI Analysis · Adobe Photoshop · Adobe Premiere Pro · Adobe After Effects · Adobe Illustrator · Adobe Lightroom · Figma · Canva · CapCut Pro · DALL-E · Midjourney · Hootsuite



#### HEAD OF CONTENT AND SOCIAL MEDIA

LEVA EYEWEAR (NORWAY)

Three-month brand-launch project. Led the social media team for a Spanish-Norwegian fashion brand, overseeing content strategy and production to grow engagement and community. Directed, produced and photographed campaigns and media content.



#### SOCIAL MEDIA GROWTH MANAGER

TOSSIT (FRANCE)

Led content strategy and campaigns to strengthen brand visibility and engagement, shaping a European identity while managing community relations, coordinating the digital team and events, analysing performance to inform strategic decisions.



#### SOCIAL MEDIA MANAGER | CONTENT CREATOR

GOODWALL (SWITZERLAND)

Managed their social media, creating content, achieving 30% user engagement boost, and doubling user base. Designed graphics and banners used all across their app.



#### SOCIAL MEDIA MANAGER

BELZUZ LAWYERS (PORTUGAL)

Created content for online platforms and social media, editing webinars and seminars for Spain and Portugal, redesigning the logo and producing the official corporate video.



#### CONTENT CREATOR

AMRA SKINCARE (LONDON)

Designed advertising imagery and product visuals, recording assets and editing promotional videos for online platforms. Developed campaigns that highlighted key features, maintained brand consistency and enhanced value across digital channels.



#### CONTENT CREATOR | VIDEO EDITOR

NGO PABLO HORSTMANN (SPAIN)

Produced the official institutional video, updating audiovisual materials, co-writing the script, and leading editing to deliver a coherent, engaging piece aligned with organisational values and overall communication objectives, supporting strategic goals.



#### VIDEO EDITOR AND CONTENT CREATOR

SINGULARITY EXPERTS (SPAIN)

Created an official video teaser, developing the script and attention-grabbing concept, then carefully editing and finalising the piece to maximise impact across digital channels.



#### CONTENT CREATOR | VIDEO EDITOR

SELEKTO LOFTS (SPAIN)

Created content for online platforms and social media, editing webinars, redesigning the company logo and producing scripted 2D intros plus the main promotional video.

## EDUCATION



**MEDIA AND DIGITAL PRACTICE UNIVERSITY DEGREE - UOP (LONDON)**



**ENGLISH PROFICIENCY DIPLOMA - EF SAN DIEGO (CALIFORNIA)**



**MIDDLE AND HIGH SCHOOL (WITH HONOURS) - CEU SCHOOL (MADRID)**

**RESULTS**

- 220K+ followers across social media
- 40M+ video views on Tiktok
- 1M+ social reach for TOSSIT campaigns
- +30% engagement & 2x users GOODWALL