



+32 (0) 470 19 08 32

andrea.pajuelo99@gmail.com

Andrea Pajuelo Collantes

andreapajuelo.com

Leuven, Belgium

EDUCATION

Bachelor in Design Thinking & Innovation (Banaba)

UC Leuven - Limburg
2023 - 2024

Bachelor in International Business Management - Marketing

UC Leuven - Limburg
2020 - 2023




SOFT SKILLS

Organisation
Adaptability & Problem-solving
Creativity
Collaboration & Teamwork
Attention to Detail
Empathy & Active Listening

PROFESSIONAL SKILLS

Social Media Strategy
Content Creation
Canva
Mailchimp
MS Office
Google Workspace
Basic Photo & Video Editing

LANGUAGES

Spanish  Native
English  C1
French  B2

Andrea Pajuelo Collantes

Marketeer & Digital Content Creator

ABOUT ME

Enthusiastic and creative digital content creator with experience in social media management, content creation, and marketing strategy. Passionate about connecting with audiences through engaging content and enhancing brand personality and consistency. Eager to bring fresh ideas and creativity to a dynamic team, while growing in digital marketing.

WORK EXPERIENCE

- | | |
|-------------------------|---|
| 07/2023
-
Present | Korean Drum BBQ (Antwerp, Belgium)
Content & Social Media Marketeer <ul style="list-style-type: none">• Created and optimised visual content and branding across Instagram, TikTok, and Facebook, ensuring cohesive and on-brand messaging• Managing and organising social media calendars• Developing relevant and engaging copywriting for each post• Capturing and editing photos and videos for use across social digital platforms (social media, website) and print materials (flyers) |
| 02/2024
-
06/2024 | EIT Food (Leuven, Belgium)
Public Engagement Trainee – Junior Consultant <ul style="list-style-type: none">• Created promotional and organic social media content for FoodEducators' Facebook and YouTube pages.• Develop research, recommendations and tools for a possible future funding strategy.• Website translation implementation (in 10+ languages) |
| 03/2023
-
06/2023 | Value Network (Leuven, Belgium)
Marketing & Sales Coordinator Intern <ul style="list-style-type: none">• Created and coordinated content with marketing and creative teams ensuring consistent delivery across digital platforms, while aligning with brand strategy and content calendar.• Managed content calendars and digital assets, ensuring timely and organised delivery.• Supported multi-channel marketing campaigns, including email marketing, social media, and other platforms to boost engagement. |
| 12/2017
-
07/2019 | FC Asesores & Consultores (Lima, Peru)
Accounting & Administrative Assistant <ul style="list-style-type: none">• Reception and management of client's administrative and accounting documents• Registration of company's and client's documents on the accounting system for future financial statements creation |

VOLUNTEER EXPERIENCE

- | | |
|-------------------------|--|
| 06/2023
-
Present | Value Network
Marketing & Sales Volunteer |
| 08/2016
-
07/2018 | Club Interact San Borja Sur
2016 - 2017: Vicepresident
2017 - 2018: President |