

GIACOMO GALEAZZI

CONTENT CREATOR / JUNIOR DIGITAL MARKETER

Creative digital marketer focused on short-form video, social media and copywriting, combining hands-on content production with campaign analysis and performance thinking.

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1.7M	170K	+1K
organic views in 4 months	views on top-performing video	followers gained organically

EXPERIENCE

Digital Marketing & Content Creation Intern | Grupo

Madrid | Feb-Jul 2026

Hispanum Constructora / Demoliciones Madrid

- Created and edited Reels, TikToks, Stories, carousels and social copy for Instagram, TikTok and YouTube.
- Produced client presentations and visual assets, translating technical services into clear, audience-friendly communication.
- Supported paid media and SEO work through campaign structuring, keyword research and landing-page prioritisation.
- Analysed traffic and conversion performance; May 2026 reporting included 1,960 sessions and 47 conversions.

Content Creator - Personal Project | TikTok @jacobo.doble

2026 - Present

- Reached 1.7M organic views in four months and +1,000 followers through short-form content focused on freestyle rap culture.
- Manage the full workflow: concept, scripting, editing, captions, publishing and performance review; one video reached 170K views.

EDUCATION

Master in Digital Marketing | Universidad Europea

Madrid | Oct 2025-Jun 2026 | 60 ECTS

Industry-linked programme with Making Science; projects in paid social, display, influencer marketing, conversion strategy and KPI analysis.

Bachelor in Language Mediation - Spanish & English |

Florence | Sep 2021-Feb 2025

Unicollege SSML Firenze

SKILLS & TOOLS

CORE SKILLS

Short-form video editing
Social media content
Copywriting & storytelling
Content strategy
Campaign reporting
Basic SEO / SEM

TOOLS

CapCut
Canva
Google Ads
Excel
Social analytics

LANGUAGES

Italian - Native
Spanish - C1
English - B2

FOCUS AREAS

UGC & social campaigns
Influencer marketing
Reels / TikTok / Shorts
Creative concepts & scripts

SELECTED PROJECTS

BMW iX3 - Digital Campaign

Built an awareness, consideration and conversion strategy across Social Ads, Display and influencer marketing, with KPI definition and performance logic.

Deliverables: channel strategy, campaign structure, creative recommendations and KPI framework.

Demoliciones Madrid - SEM / SEO

Structured search campaigns through keyword research, negative keywords and prioritisation of service landing pages for higher-intent traffic.

Deliverables: campaign groups, keyword logic and SEO/SEM landing-page priorities.