

ADRIÀ VESSEUR NARCISO

DIGITAL MARKETING · SOCIAL MEDIA STRATEGY

LINKEDIN | PROFESSIONAL PORTFOLIO



PROFESSIONAL PROFILE

I am a junior marketing professional with a keen interest in social media, content creation, and digital communication. I thrive on projects that allow me to merge creativity, strategy, and community engagement, particularly within the sports, events, and motorsport industries. At RSX, I contributed to expanding their social media following to 20,000 and achieving over 10 million views. Additionally, at Formula Student Spain, I was involved in the coverage of an event that attracted more than 1,500 followers and garnered 3 million views within a week. My experience also encompasses branding, paid media, and in-person activations.

AREAS OF EXPERTISE

SOCIAL MEDIA AND COMMUNITY

Network management, community engagement, editorial planning, and content adaptation for diverse audiences.

CONTENT AND COPYWRITING

Reel and short-form video production, content strategy, narrative development, copywriting, and live coverage.

BRAND MANAGEMENT & COMMUNICATIONS

Brand identity formulation, communicative tone, core messages, and visual and verbal coherence.

DIGITAL AND PAID MEDIA

Meta Ads, audience segmentation, paid campaigns, SEO/SEM assistance, and results analysis.

EVENTS AND ACTIVATIONS

Promotion, organization, and on-site management of events, brand activations, and community engagements.

SPORTS AND MOTORSPORT

Sports marketing, motorsport, esports, fan engagement, and communication pertaining to competitions and events.

RELEVANT EXPERIENCE

RSX | REAL SIM EXPERIENCE 2025-2026

Social Media, Brand, and Community Management

20K+ followers | 10M views | Instagram, TikTok, YouTube

- Holistic management of Instagram, TikTok, and YouTube: social media strategy, content development, branding, and community engagement.
- Defining and identifying target audiences, tailoring content for each platform, and executing Paid Media strategies via Meta Ads.
- Organization, promotion, and management of sim racing events, encompassing activations and live experiences.

FORMULA STUDENT SPAIN 2026

MediaTeam - Social Media, Content, and Events

+1.5K followers | 3M views | 12% engagement - 7 days

- Creation of Reels, Stories, copywriting, and live coverage from the track and paddock.
- Support for the management and on-site oversight of the event at the Circuit de Barcelona-Catalunya, operating within a global motorsport context. Creation of visual and audiovisual content designed to engage teams, students, fans, and the international community.

CALAF GRUP | SEROM 2025 - 26

Marketing and Content Specialist

- Development of content and communication materials, supporting digital marketing initiatives, branding, and corporate communication to enhance brand visibility.
- Development and adaptation of content for various projects, channels, and audiences, while collaborating on the execution of marketing and communication initiatives.

BRICKBRO 2024

Community Manager

- Social media management and content creation for a real estate agency focused on commercial properties, encompassing copywriting and digital communication.
- Adapting content for various formats and audiences, complemented by SEO strategies designed to enhance the brand's visibility and digital presence.

TRAINING

STUCOM (currently)

Master's in Digital Content Writing (Community Management)

BARÇA INNOVATION CENTER

Sports Marketing, Sponsorship, and Communication · 2026

CONSTANZA SCHOOL OF BUSINESS

Marketing Management Specialist · 2025

EUROAULA

Marketing and Advertising · 2024

TOOLS

SOCIAL / PAID

Meta Business Suite · Meta Advertising

DESIGN / PHOTOGRAPHY

Photoshop · Illustrator · Lightroom · Canva

VIDEO

Premiere Pro · After Effects · CapCut

MARKETING / DATA

Google Analytics · Search Console · SEMrush

IA

ChatGPT · Claude · Codex · Google AI Studio

MANAGEMENT

Excel · Google Sheets · Discord · Notion

LANGUAGES

Spanish · Catalan · English (proficient) · Dutch (elementary)

ADDITIONAL EXPERIENCE

@ERIC.TRO

Administrator / Delegate

- Creator management, communication, and collaborative opportunities.

INOUT HOSTEL

Receptionist · 2024 - 2025

- Customer service and support within a global context.

INTIMISSIMI

Dependent · 2023 - 2024

- Sales, customer service, and retail expertise.

ANWB

Customer Service · 2023

- Customer and incident management within a global framework.