

REBEKAH GUASTO

Brand Marketing | Content | Communications

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PROFILE

Marketing coordinator who pairs creative thinking with organization: managing calendars and documentation across multiple channels, working cross-functionally on a full rebrand, and analyzing thousands of SKUs in Excel. Currently running marketing and communications independently for an international law firm; M.A. in Communication and Digital Content Creation, centered on branding.

EXPERIENCE

Marketing and Communications Coordinator | *Marfour International Law Firm, Barcelona, Spain* | Feb 2026 – Present

- Independently own marketing and communications across brand, digital, social, PR, and outreach; led a firm-wide rebrand of the website, visual identity, and social media for international clients.
- Manage multi-platform content strategy and editorial calendars across Instagram, Facebook, LinkedIn, YouTube, and the website, taking every piece from concept to publication.
- Write news, legal, and thought-leadership articles, pitching 20+ CEO-bylined pieces to editors and securing placements in four international outlets.
- Built the firm's Instagram from zero to 30K accounts reached and 2.5K interactions in 3 months, generating 100+ leads; monitor performance metrics to refine strategy.

Marketing and Content Creation Specialist (Contract) | *TripBff, Remote (Barcelona)* | Aug 2025 – Jan 2026

- Led TikTok and Instagram strategy for a Gen Z travel startup, producing short-form content that generated 850K+ organic views, 98% from new audiences.
- Wrote creator briefs, coordinated contract creators, and built content templates to streamline production.

Creative Marketing and Communications Associate | *University of Colorado Law School, Boulder, CO* | Sept 2022 – May 2025

- Designed branded assets for the website, social media, newsletters (Salesforce Marketing Cloud), and events within strict institutional brand guidelines.
- Produced event marketing campaigns that reached 100K+ cumulative attendees over 2.5 years; planned the events and worked them on-site.

Brand Marketing & Content Strategist Intern | *Loop Apparel, Boulder, CO* | Jan 2025 – May 2025

- Developed and launched "Letter to the Future," a sustainability campaign for a circular-fashion brand, creating its visuals, messaging, and social content.
- Built and presented a business case directly to the CEO, covering competitor research, an influencer outreach plan, and branded visual assets.

Assistant Buyer Intern (Summer) | *Ross Stores, Inc., New York, NY* | June 2024 – Aug 2024

- Analyzed home decor merchandise across thousands of SKUs and 2,100+ Ross Dress for Less and dd's DISCOUNTS stores in Excel, identifying trending products to inform buy quantities and store placement.
- Modeled markup pricing, built a full cost analysis of wholesaler-sourced merchandise, and presented regional trends weekly to the 5-person home decor team.

EDUCATION

Master in Communication and Digital Content Creation | BAU, Centre Universitari d'Arts i Disseny, Barcelona | June 2026

Final project: Casa Culta, brand concept, positioning, visual identity, and art direction for a creative third space.

B.S. in Strategic Communication (Advertising, Public Relations & Media Design) | University of Colorado Boulder | May 2025

SKILLS

Core: Brand Identity · Brand Marketing & Communications · Brand Positioning · Campaign Development · Copywriting & Editorial · Creative Content Strategy · Performance Analysis

Tools: Adobe Creative Suite · Canva · ChatGPT (data analysis, market research) · Gemini · Google Analytics · HubSpot · Microsoft Office (Excel, PowerPoint)

Languages: English (native) · Spanish (B1)