

# RAQUEL HURTADO

## Multilingual Digital Marketing & Content Specialist

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### PROFILE

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Multilingual digital marketing and language specialist with experience in translation, content creation, localization, SEO support, digital communication, and cross-cultural content adaptation.

Experienced working across digital platforms, marketing support, multilingual communication, and creative workflows, with a strong interest in technology, AI-assisted tools, and digital development.

I enjoy combining creativity with structure and working independently on content, communication, branding, and digital projects in collaborative and fast-changing environments.

### CORE & TECHNICAL SKILLS

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#### Strategic & Communication

- Precision & Quality Assurance: Meticulous execution to ensure analytical and linguistic accuracy.
- Strategic Problem-Solving: Innovative solutions for complex tech and communication challenges.
- Cross-Cultural Communication: Expertise in adapting complex messages for diverse global audiences.
- Agile Project Management: Collaborative execution using asynchronous tools to streamline workflows.
- AI & Content Prompt Engineering & LLMs: Advanced use of GPT, Claude, and Hugging Face for content generation.
- AI Ethics & Responsible AI: Application of ethical frameworks in AI projects

#### Technical Skills

- Marketing Tech: Semrush, HubSpot, Google Analytics
- Data Analysis: Python for data analysis (learning)
- Productivity: Microsoft 365, Google Workspace

### LANGUAGES

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- **SPANISH AND CATALAN** - Native
- **ENGLISH** - Full professional proficiency
- **NORWEGIAN** - Basic
- **GERMAN** - Fluent
- **ITALIAN** - Full professional proficiency
- **FRENCH** - Basic

### PROFESSIONAL EXPERIENCE

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#### FREELANCE LOCALIZATION & AI CONTENT SPECIALIST

Freelance | 2018 - Present

- Translate, localize, and optimize multilingual content (marketing, product, legal) using advanced linguistic skills and tools.
- Collaborate with clients to define communication goals, tailoring content for specific cultural and linguistic requirements.
- Develop and manage AI-driven workflows for translation and content creation, including terminology databases and glossaries to ensure brand consistency.
- Edit and proofread both human and AI-generated content to guarantee the highest quality, accuracy, and cultural nuance.
- Successfully manage multiple, concurrent localization projects, consistently meeting tight deadlines.

#### COMPLIANCE & DOCUMENTATION SPECIALIST

Sacyr | 2016 -2018 | Barcelona

- Managed structured information and documentation processes with strong attention to detail
- Supported communication and administrative workflows in deadline-driven environments
- Ensured consistency, organization, and accuracy across operational processes

## EXECUTIVE SUPPORT & MARKETING OPERATIONS

Pirelli SPA | 2010 -2014 | Barcelona

- Supported communication and marketing-related projects within a multinational environment
- Assisted with content coordination, promotional materials, and customer-focused communication
- Contributed to digital communication workflows and campaign-related activities
- Coordinated internal and external communication tasks across departments

## OFFICE MANAGER

Pirelli SPA | 2005 -2010 | Barcelona

- Coordinated daily administrative operations and office workflows in a fast-paced corporate environment.
- Provided executive administrative support, including schedule management, confidential correspondence, and document handling.
- Improved internal procedures and workflow organization to increase operational efficiency.
- Maintained accurate records and ensured smooth communication across departments and stakeholders.
- Managed multiple priorities simultaneously while maintaining high attention to detail and accuracy.

## EDUCATION

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**TEACHING SPANISH AS A SECOND LANGUAGE**, Universidad de Nebrija | 2024

**ECONOMICS (FOREIGN COMMERCE EN/DE)**, Universitat de Barcelona | 2000 – 2005

## TRAINING & COMMUNICATION DEVELOPMENT

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**MASTER IN ARTIFICIAL INTELLIGENCE** The BIG School and Universidad Isabel I, Jan – May 2026

**ETHICS OF AI** University of Helsinki, 2025

**PROMPT ENGINEERING & AI ASSISTED WORKFLOW** Self-directed training, 2026

## LOCALIZATION, CONTENT & COMMUNICATION

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**Localization & Audiovisual Translation**, Transparent Campus | 2017

**Orthotypography & Style Correction**, Tragora Formación | 2017

**Copywriting for Copywriters**, Domestika | 2023

**SEO Toolkit Crash Course**, Semrush Academy | 2025

**Marketing, Content Creation & SEO**, Domestika | 2018

## INTERESTS

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**Music and Live Events** 20+ years attending concerts, festivals, and live music venues. Passionate about music and live audience experiences.

**Cultural activities** Interest in cultural life, local events, and creative community spaces.

**Outdoor lifestyle** Active outdoor lifestyle (walking, nature, fitness). Developing a personal app project to create and share community activities and social experiences.