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ABOUT ME.
My name is Nicole Gellibert, and if I could describe myself in three lines, I'd be lying. I'm a curious strategic thinker with a ridiculous love for the small details. With my creative background, I transform complex ideas into accessible information that make products feel (and maybe even become) more human.

NICOLE.

EDUCATION.
Elisava
Advanced Design Management, Strategy, and Entrepreneurship (Master's Degree)
Elisava Masters' Scholarships 2023 Finalist
Barcelona, Spain
2023 — 2024

Universidad San Francisco de Quito
Communication Design (Bachelor's Degree)
Honors: Cum Laude
Quito, Ecuador
2014 — 2018

COURSES.
Advanced Creativity — Elisava Summer School
Barcelona, Spain

Creative Copywriting — The Pub School
Guayaquil, Ecuador (online)

Photography — CIAF School of Photography
Quito, Ecuador

VOLUNTEERING.
USFQ Student Government
Communications Director
Quito, Ecuador
2017 — 2018

LANGUAGES.
Spanish — native
English — advanced
French — intermediate

TECHNICAL SKILLS.
CMS: Prismic, Retool, Strapi
Graphic Design: Adobe Creative Suite, Canva, Figma
Marketing: CRM (Customer.io, Salesforce), Hotjar, Meta Business Suite, Surfer SEO, Workfront
Productivity: GenAI, Claude Code
Project Management: Miro, Notion, Slack
Video Editing: CapCut
Web Design: Squarespace, Wix

SOFT SKILLS.
adaptability — attention to detail — creativity
curiosity — design thinking — empathy
innovation — project management — teamwork

WORK EXPERIENCE.
HP *(via Intracon)*
Creative Content Marketing Specialist — Global Office Print Marketing (2026)
Barcelona, Spain

Own the worldwide Office Print weekly newsletter and support the WW Office Print Marketing team's content needs, contributing to go-to-market efforts for new product launches. Design on-brand assets and presentations, and manage Workfront end-to-end to feed the HP Digital Asset Manager. Work with external advertising agencies, translating internal needs into actionable deliverables.

Macadam
Content Manager (2025)
Barcelona, Spain

Managed in-app communications, designing engaging, multilingual on-brand content, creating and writing UX copy for notifications and promotional banners, and deploying assets in the CMS, driving revenue growth.

Cabbler
Content Manager (2023 — 2025)
Barcelona, Spain

Product Content Lead at this mobility startup, bridging founders, developers, drivers, and clients. Led content strategy for product launch and continuous improvement, optimizing user experience and conversions to drive revenue across 7 destinations.

Gripe Agency
Social Media Manager (2023)
Guayaquil, Ecuador

Focused primarily on writing and adapting creative content for clients in fintech, logistics, and cloud services. Translated briefs into actionable content projects, delivering visually compelling stories for platforms like Meta, TikTok, and LinkedIn to drive engagement.

Community Manager (2022 — 2023)
Guayaquil, Ecuador

Managed social media presence for national and international brands, publishing and reporting multi-platform content while maintaining brand consistency and strategic communication to maximize engagement.

Guillermo Lasso Presidential Campaign
Communications Coordinator (2021)
Guayaquil, Ecuador

Led a 20-person team focused on youth communication for a national political campaign. Created and reviewed social media content for citizen contact, mobilizing an audience of over 4.6 million voters and driving engagement.