

**Sandra
Pascual
Burgos.**

Contact.

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www.sandrapascual.com
Portfolio: emc32.com/portafolio
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Madrid, Spain

Director of Brand & Creative

Brand Strategy · Creative Direction · Digital Products · Content Systems · Creative Operations

**Building brand, creative and content systems that connect strategy,
teams and measurable business growth.**

Madrid, Spain · Open to remote and hybrid international roles

Professional Summary

Brand and Creative Director with nearly 20 years of experience building brand systems, digital products and multidisciplinary teams across complex, growth-oriented environments. Founder of EMC32 Creative Agency, where I transformed an execution-focused studio into a strategic creative partner for leadership, marketing and product teams.

I work at the intersection of brand, content, design, technology and business. My experience spans brand strategy and positioning, verbal and visual identity, creative direction, digital platforms, editorial systems, demand-generation support and creative operations. I translate business goals and market needs into clear creative strategies, scalable systems and practical operating frameworks that teams can execute consistently.

A systems-minded creative leader, I combine strategic judgment with commercial awareness, analytical thinking and operational discipline. I bring deep craft fluency that allows me to set a high creative bar, evaluate work rigorously and guide specialist teams without positioning myself as the primary production resource. I am experienced in leading distributed teams, managing senior stakeholders, creating workflows and measurement frameworks, and using AI to improve creative quality, speed and scalability without losing strategic control.

Core Leadership Expertise

- Brand Strategy & Positioning
- Creative Direction & Brand Governance
- Creative Operations & Scalable Systems
- Multidisciplinary Team Leadership
- Content Strategy & Editorial Ecosystems
- Digital Products & UX/UI Direction
- Demand Generation & Performance Measurement
- Executive & Cross-functional Stakeholder Management

Portfolio

Personal leadership profile: sandrapascual.com

Selected brand, UX and development work: emc32.com/portafolio

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Professional Experience

2006 – Present / EMC32 Creative Agency / Madrid, Spain

Founder & Director of Brand, Creative and Digital Strategy · Full-time since 2014

Founded EMC32 as an independent creative studio and led its evolution into a multidisciplinary agency working across brand, digital product, content, marketing and technology. Today, I own the strategic and creative direction of the business and act as a senior partner to founders, executives and marketing teams.

- **Integrated Brand & Creative leadership:** Built and lead a multidisciplinary capability spanning brand strategy, verbal and visual identity, digital products, content, social media and campaigns.
- **Business-to-brand translation:** Turn business objectives, customer needs and market context into positioning, messaging frameworks, creative briefs and coherent multichannel experiences.
- **End-to-end creative direction:** Direct projects from discovery and strategic definition through concept development, launch, measurement and ongoing optimization.
- **Multidisciplinary team leadership:** Coordinate specialists across design, development, content, marketing and data, establishing priorities, responsibilities, quality standards and decision-making frameworks.
- **Executive and stakeholder partnership:** Work directly with founders, executives, marketing leaders and technical stakeholders to turn complex or ambiguous requirements into clear roadmaps and scalable solutions.
- **Commercial and client ownership:** Manage the full client lifecycle, including discovery, proposals, scope, pricing, budgets, resource planning, delivery, reporting and long-term account development.
- **Creative operations and scalable systems:** Built connected workflows in Notion and Asana for projects, teams, briefs, budgets, time tracking, margins, approvals, documentation, alerts and client reporting.
- **Brand, content and demand systems:** Established repeatable frameworks for brand development, editorial operations, social strategy, campaign messaging, conversion journeys and performance measurement.
- **AI-enabled creative transformation:** Integrated AI into research, ideation, content, documentation, automation and quality control, and developed practical AI training for client teams.
- **International and cross-industry experience:** Led work across technology, renewable energy, healthcare, education, professional services, media, culture, lifestyle and ecommerce, collaborating across more than 28 countries.

Selected Leadership & Project Evidence

- **Enterprise brand governance:** direction and evolution of a corporate Brand Portal, including brand standards, reporting materials, dashboard color systems, merchandising guidance and reusable AI-ready creative assets.
- **Brand transformation:** complete rebranding programs combining positioning, verbal and visual identity, creative concepts, web evolution, social strategy, content calendars, merchandising and launch activations.
- **Brand operating systems:** structured ten-week branding roadmaps with discovery, stakeholder alignment, positioning, naming, messaging, visual identity, applications, validation stages and final brand guidelines.
- **Content and social ecosystems:** channel strategies with clear objectives, content pillars, repeatable series, production templates, editorial calendars, CTAs, publishing stages and KPI tracking.
- **Demand generation:** strategic campaign planning covering segmentation, creative angles, funnel design, conversion infrastructure, testing, remarketing, reporting and progressive scaling.
- **Digital product and operations:** client portals and workflow systems connecting projects, tasks, teams, calendars, budgets, time tracking, content production, invoicing and automated notifications.
- **AI adoption:** development of AI-assisted creative workflows and training programs for teams working with presentations, documents, content and branded assets.

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2000 – 2014 / CIL Marketing Directo / Madrid

Commercial Manager · Graphic Arts and Direct Marketing

- Managed long-term customer relationships across the full commercial and production lifecycle, from needs analysis to proposal, delivery and follow-up.
- Participated in product and campaign testing before market launch, analyzing customer acceptance, objections, purchasing behavior and market response.
- Built the commercial judgment, customer focus and results-oriented decision-making that later became the foundation of my work in brand and creative leadership.

Education

2000 – 2003 / E.S.I. Escuela de Sistemas Informáticos / Madrid

H.N.D. in Graphic Design — foundation in visual communication, graphic design, digital systems and creative problem-solving.

Tools & Digital Fluency

Creative & design: Figma, Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Acrobat, Lightroom)

Collaboration & operations: Notion, Asana, Slack, Microsoft Teams, SharePoint, Google Workspace, Zoom, Dropbox

AI & automation: Claude, ChatGPT, Gemini, Notion AI, Make, Freepik / Magnific AI; prompt systems, AI-assisted research, content and quality-control workflows

Web & ecommerce: WordPress, Elementor, WooCommerce, Webflow, Shopify, PrestaShop

Marketing, CRM & measurement: Google Analytics, Search Console, Meta Business Suite, Meta Ads Manager, Meta Pixel, HubSpot, Zoho CRM, Metricool, Yoast SEO

Languages

Spanish — Native

English — Professional working proficiency; experienced in international environments

Availability

Open to senior in-house leadership roles in brand, creative direction and brand operations within product-driven, technology-enabled or international organizations.