



# XIMENA ROMERO OTAVO

BA(Hons) Communications & Journalism

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29 Woodbury Rise, Salisbury, SP2 8AD

## PERSONAL STATEMENT

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Enthusiastic and detail-oriented communications professional with a track record in marketing, from shaping campaign strategies to delivering results across digital, TV, radio, and social platforms. I bring teams together, turn data into actionable insights, and craft content that genuinely resonates with audiences. Driven by curiosity and a commitment to inclusive communication, I'm eager to contribute to environments where evidence-based content and clarity are not just valued but essential.

### Key Skills:

- Campaign coordination & delivery
- Email and social media marketing (Klaviyo, Meta Business Suite, LinkedIn, Facebook, Instagram, TikTok)
- Content creation & CMS management (WordPress, Vimeo, YouTube)
- Stakeholder communication & cross-functional collaboration
- Event Coordinator & On-site Execution.
- English: (Fluent) | Spanish: (Native)

## RECENT EMPLOYMENT

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JYSK Malta - Sep 2021 - Aug 2025

Marketing and Communications (Jan 2024 - Aug 2025)



- Supported planning and delivery of multi-channel campaigns across TV, radio, digital, and social media, including high-profile partnerships with *MasterChef Malta (Seasons 1-2)* and *Big Brother Malta* as JYSK's main partner contact that enhanced national brand visibility.
- Managed daily content creation and scheduling across social platforms (Meta Business Suite, Facebook, Instagram, LinkedIn, TikTok), email marketing (Klaviyo), and website updates (WordPress), ensuring consistent brand messaging and audience engagement, transforming real moments into engaging visuals that resonated with audiences.

- Contributed to campaign reporting and analysis, identifying performance trends and insights to optimise communication strategies and inform future planning.
- Introduced AI tools to streamline content workflows, demonstrating initiative in continuous improvement and operational efficiency.

## EDUCATION & LANGUAGES

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### **Diploma in Leadership and Management**

Sydney Business Academy & The Sydney English Language Academy  
May 2016 – Jun 2017

### **Diploma of Organisational Communication**

University of Tolima, Colombia  
Mar 2011 – Sept 2011

### **B.Arch Bachelor's Degree Social Communication & Journalism**

University of Tolima, Colombia  
Jun 2006 – Sep 2011

### **Languages**

Spanish Native  
Fluent in English

## OTHER EMPLOYMENT

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Online Assistant & Customer Care at Lija, Malta. April 2023 – Dec 2023

Team Leader & Sales Assistant at Lija, Malta. Sep 2021 – Mar 2023

In-Home Care Attendant, Gold Coast, Australia – Apr 2021 – Jun 2021

Supervisor at The Tropic, Gold Coast, Australia – Dec 2020 – Jun 2021

Supervisor at Café Brisbane, Brisbane, Australia – Nov 2018 – Apr 2020

Receptionist at Quest Apartments, Sydney, Australia – Nov 2017 – May 2018

Womenswear Sales Assistant at Country Road, Sydney, Australia – Dec 2016 – Nov 2017

Swimming Teacher at Badger Swimming School, Sydney, Australia – Sept 2013 – Oct 2018

English Language Course, Student at Navitas, Sydney, Australia – Jun 2012 – Sept 2017

**Radio News Presenter** – AM Radio, Ondas de Ibagué - May 2011 – Apr 2012

**TV Presenter** – Paparazzi Magazine, Ibague, Tolima - Jul 2011 – Oct 2011

## LIFESTYLE

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Previously lived in Colombia, Australia, Malta and now permanently based in the UK

Former competitive swimmer

Nature & wildlife

Food & travel

## REFERENCES

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*“Ximena is a person of integrity and reliability. She earns the trust and respect of her colleagues and leadership alike and contributes meaningfully to the overall success of any team she joins”*

Marcus Bonnici, Managing Director, JYSK Malta  
Full reference available upon request