



Xavi Saldes (27) Poppy Creative Strategist

Digital native with hands-on experience in digital marketing, communication & research.

Skilled at turning data into insights, cool content and campaigns :)



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Based in **Bremen** (28215), open to relocating to **Hamburg**



[My CV Web](#)

Languages

English

Full professional proficiency (C1 Cambridge Certificate, 2020)

Spanish & Catalan

Native

German

Limited professional proficiency (Pursuing B2.1 level)

Skills

Creativity + Conceptual Thinking

Turning creative blocks into concepts

Organization

My Notion spaces are living proof!

Adaptability & Fast Integration

Fluent in picking up new industries, tools, and ways of working.

Human-Centered Connections

Assertive, empathetic connections

Interests

Music, music, music
oh, and music!

Experience

Digital Project Manager (Freelance)

2022 - present (Bremen)

A key milestone in my career was freelancing, where I managed digital marketing strategies for clients. I've also been working on the music-research project "[The Playlist Journal](#)", which is coming soon.

- ★ Media partnership with 1824° (Universal Music) to feature emerging artists
- ★ Conceptualization of digital marketing strategies and content
- ★ Website design
- ★ Mailing and Social Ads campaigns + CRM pipelines optimizations
+ Handling invoices, tax returns (and surviving it) + becoming Notion's bestie

Social Media Manager @ adjoe

09/23 - 01/24 (Hamburg | Working Student)

During part of my Master's studies, I was the Social Media Manager for the adtech company adjoe. My role primarily focused on content creation.

- ★ Researched, planned, and created content (LinkedIn, Instagram, TikTok)
- ★ Developed a Social Media strategy focusing on Employer Branding.
- ★ Created and managed Social Ads to drive traffic to B2B SaaS products

Junior Account Manager @ Lewis & Carroll

06/19 - 02/21 (Barcelona | Full-time)

I was the Account Manager (Performance Marketing) for key accounts at the digital marketing agency, such as Unilever Spain (Hellmann's, Knorr)

- ★ Main client contact and project presentations.
- ★ Developed strategic digital marketing plans for clients.
- ★ Planned and created content for Social Media and Newsletters.
- ★ Conceptualized, managed, and optimized Social Ads campaigns.
- ★ Delivered monthly reports with digital channel analysis.
- ★ Conducted competitor benchmarking, social listening & consumer research.

Education

M.A. Digital Media and Society, Universität Bremen

2022 - 2025 (GPA: 1.2 | MA Thesis grade: 1, maximum grade)

★ A research-based program focused on digital media – exploring how digitalization and datafication shape everyday life and users.

★ For my Master's Thesis, I conducted a multi-method qualitative study exploring how youth curate playlists on Spotify.

★ Graduated with Distinction (June 2025)

B.A. in Advertising, PR & Marketing, ESERP Business School

2016 - 2021 (GPA: 8.6/10 | 1.3 in German system)

★ Honorable mention for academic performance in 2 academic years (2016-2017 & 2019-2020) and honors distinction in 3 courses.

★ I completed an academic year in Karlshochschule International University (Karlsruhe, Germany) through the Erasmus+ program.

Expertise Areas + Toolbox

Project Management & Digital Marketing

WordPress
Notion, Asana, Trello
Mailchimp
CRM
GA4 / Search Console
Hootsuite, Brandwatch

Content Creation & Social Media Strategy

Illustrator, Canva, Photoshop
Capcut, Final Cut Pro, AE
Instagram, X, TikTok, LinkedIn, YT
AI tools



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