

ELIZABETH LÓPEZ RIVERA

Marketing · Brand storytelling · AI-assisted creation

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PROFILE

DRAMEGA co-founder with experience in B2B marketing, international education and luxury hospitality across Spain and South Korea. I connect storytelling, visual identity and artificial intelligence to shape content and digital experiences.

EXPERIENCE

DRAMEGA STUDIOS | Co-founder · Creative venture

Oct 2026 - Present

Creative concept, visual identity and AI-assisted audiovisual storytelling. Developing the DRAMEGA narrative universe: stories, characters and digital experiences connecting content, creation and interaction.

UNIE Universidad | International Admissions Advisor

Jan 2026 - Present

Advising prospective students from first enquiry through enrolment. Managing opportunities and follow-up through CRM, working towards conversion targets and coordinating with academic and administrative teams.

Independent B2B Marketing | Freelance · South Korea · Remote

Oct 2024 - Present

Supporting digital marketing, B2B communication and international content projects. Market-specific strategies, SEO and email marketing.

W Korea | B2B Marketing Assistant · Seoul

Apr - Nov 2025

B2B marketing and digital communication in South Korea. Contributed to the W Korea and NOMAD project related to their arrival in India.

Four Seasons Hotels and Resorts | Food & Beverage Intern · Madrid

Sep - Dec 2023

Customer service and support for luxury hotel food and beverage operations, working with service standards and international guests.

Hilton | Front Desk Intern · Madrid

Mar - Sep 2023

Assisting international guests with arrivals, departures and requests. Supporting reception and resolving enquiries throughout their stay.

EDUCATION

Master's in Marketing · ENEB · 2024-2025

Tourism · Universidad Complutense de Madrid · 2020-2024

SKILLS AND CONTINUOUS LEARNING

Brand storytelling · AI-assisted audiovisual content · B2B marketing · Email marketing · SEO · CRM · Website creation and digital prototypes · International customer service.

Continuous learning: email marketing and deliverability (Klaviyo), Inbound Marketing (HubSpot), UX (Accenture), luxury industry (LVMH) and internationalisation (ICEX-CECO).

Languages: Spanish, English and Korean.