

Luisa Bravo

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PROFILE

AI creative and operations professional with 4+ years' experience across digital content, workflow design, campaign coordination and generative AI production. Through LBRAVO Studio, built AI-native creative workflows across image, video, voice and automation, including a virtual influencer project and repeatable content production systems. Strong ability to combine creative judgement with operational discipline: documenting workflows, managing assets, building lightweight tools and translating creative ideas into scalable processes.

KEY SKILLS

- **AI Image, Video & Audio Workflows** – Built AI-native creative workflows across image, video, voice and automation through LBRAVO Studio, producing 500+ assets while maintaining consistency at scale.
- **Prompt Engineering & Workflow Documentation** – Designed reusable prompt frameworks and documented workflows enabling scalable, repeatable production, applying operational discipline to creative output.
- **Creator Operations** – Developed Alina, a virtual influencer, end-to-end (visual identity, ElevenLabs voice cloning, documented content pipeline), showing genuine, practical understanding of the creator economy from the build side.
- **Frontend Builds & Lightweight Assets** – Delivers frontend execution on AI-assisted client websites, landing pages and lightweight assets, working from independent research and plans, with backend handled by a technical partner.
- **Tracking & Reporting** – Uses Meta Business Suite, spreadsheets and project documentation to review engagement signals, organise assets and support clearer creative and project decisions.
- **Creative Direction for Real Clients** – Directed AI-generated content and campaigns for travel and aesthetic-clinic clients across an image/video stack including Midjourney, HeyGen, Runway and Magnific/Freepik.
- **Tools** – Google Workspace, Notion, Slack, project-management tools, Manychat, Zapier, and AI vibe-coding/app-building platforms.
- **Languages** – English, Spanish.

EXPERIENCE

Freelance AI Creative & Production Collaborator | Howard Marketing Digital

January 2023 – Present · Remote, clients across the US, Mexico & Colombia

- Acted as creative director of AI-generated content for real clients in travel and aesthetic clinics, directing organic social content and paid Meta campaigns across an image/video stack including Midjourney, HeyGen, Runway and Magnific/Freepik, with campaigns generating a high volume of inbound leads.
- Owned the research and planning phases of an AI production pipeline, using LLMs (Claude, Gemini, Perplexity) to turn deep research into concrete creative and build plans, progressing from assisting to working independently.
- Delivered frontend execution on AI-assisted (vibe-coded) client websites (structure, sections, content and visual presentation) with backend handled by the agency lead; business owners consistently gave strong positive feedback on the delivered platforms.
- Created AI-generated image assets for corporate video projects, handing off organised asset libraries to an editor for final assembly.
- Learned the internal structure of client chatbot flows (Manychat) and assisted in their maintenance; Meta Business Suite data showed increased user interaction following the organic content strategies.

Founder | AI Workflows, Digital Experience and Content Systems | LBRAVO Studio

January 2023 – Present · Remote (UK)

- Developed a virtual influencer concept and long-form visual storytelling project, including character identity, voice experimentation, prompt frameworks, asset libraries and repeatable production workflows.
- Produced 500+ AI-generated creative assets across visual, video and audio formats, documenting prompts and workflows to improve consistency and speed of production.
- Used A/B testing and campaign analysis to iterate on content and messaging, improving engagement and content performance across selected projects through data-informed adjustments.

Digital Communications and Stakeholder Engagement | Regional Government Authority (Gobernación de Antioquia)

April 2023 – October 2023 · Colombia

- Managed high-volume digital communication for a public-sector community of 120,000+ citizens, acting as a first point of response across sensitive enquiries and service-related issues.
- Handled 200+ weekly enquiries while maintaining a 95% response rate within 24 hours, balancing speed, accuracy and tone in a high-trust environment.
- Identified recurring enquiry themes and communication gaps, helping improve proactive messaging and reduce repeated confusion across public-facing channels.
- Analysed engagement and sentiment patterns to inform senior stakeholders on communication risks, public response and campaign messaging.
- Contributed to a 10% improvement in positive engagement during institutional campaigns through clearer messaging and faster issue resolution.

Key Account Coordinator | B2B and Brand Partnerships | HG Comunicaciones – Events & Retail

December 2022 – October 2023 · Colombia

- Coordinated day-to-day requirements for 15+ brand partners across PR, events and retail campaigns, ensuring deliverables, timelines and communication remained on track.
- Supported 30+ influencer and brand activations for high-profile events, balancing creator coordination, logistics, stakeholder communication and brand requirements.
- Acted as a key link between clients, creators and internal teams, resolving operational bottlenecks quickly to protect campaign quality and event delivery.
- Maintained strong attention to detail across schedules, brand guidelines and live-event requirements, contributing to zero critical incidents during high-pressure activations.
- Tracked campaign and stakeholder feedback to identify recurring issues and improve coordination across future activations.

Corporate Communications and Compliance Analyst | Cementos Argos

June 2019 – December 2020 · Colombia

- Supported corporate communications and compliance activity for a publicly listed multinational infrastructure company, ensuring messaging aligned with governance, regulatory and brand standards.
- Contributed to launch communications for a B2B e-commerce platform, helping support adoption and onboarding communications for 500+ enterprise clients.
- Monitored media, reputation and sentiment signals, escalating potential communication, legal or regulatory risks to senior stakeholders.
- Created clear internal and external communication materials across business units, helping teams understand key updates, risks and process changes.
- Supported communications across 3 regional divisions and a 4,000+ employee organisation, building experience in complex, regulated stakeholder environments.

EDUCATION

- MSc International Luxury Marketing | Oxford Brookes University | 2025 – Present
- Specialisation, Marketing | EAFIT University, Medellín, Colombia | 2020 – 2021
- BSc Advertising and International Protocol | Colegiatura Colombiana University | 2015 – 2019