

Michel Rohner

DIGITAL MARKETING & CREATIVE CONTENT SPECIALIST



PERSONAL DETAILS

Location:

Valencia, Spain

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Email:

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Citizenship:

Swiss

Portfolio:

michelrohner.eu

CORE STRENGTHS

- Digital marketing & content strategy
- Editorial planning & social campaigns
- Creative direction & graphic design
- Commercial photography & retouching
- Long-form and short-form video
- Website design & on-page SEO
- Copywriting & brand storytelling
- Content performance & analytics
- LLM-assisted creative workflows
- Client relationships & project delivery

PHOTOGRAPHY SPECIALISMS

- Portraits, pets & people
- Weddings & event coverage
- Real estate & location imagery

PROFESSIONAL PROFILE

Versatile digital marketing and creative content specialist with nearly 20 years of freelance client work and independent publishing. Combines content strategy, channel-specific social media, website production, SEO, commercial photography, graphic design and video editing. Comfortable managing projects from brief and creative direction through delivery, performance analysis and iteration. Uses AI/LLM tools to strengthen research and production workflows while retaining original visual craft, editorial judgment and quality control.

PROFESSIONAL EXPERIENCE

Independent Digital Marketing & Content Consultant 2006–Present

Freelance | Multiple clients | United States / Europe

- Translated client objectives into content plans, visual campaigns, brand assets, web pages and tailored copy; managed briefs, feedback and delivery directly.
- Developed platform-native content for YouTube, Facebook, Instagram, TikTok and Pinterest, adapting format, hooks, artwork, captions and publishing schedules.
- Created and maintained websites and editorial hubs, including page structure, visual design, responsive layouts, internal links and search-oriented copy.
- Planned and produced video end to end: research, scripts, capture, editing, sound, color, motion graphics, thumbnails and multi-format exports.
- Used audience and content analytics to review click-through rates, retention, engagement, reach, search traffic and content performance, then refined creative and publishing decisions.
- Developed graphics, layouts and branded templates across digital touchpoints, applying visual hierarchy, typography, consistency and accessibility.
- Applied LLMs and AI assistance to topic research, creative briefs, ideation, transcription, editing support and repeatable workflows, with human-led fact-checking and final design.
- Balanced concurrent clients and self-directed projects, handling proposals, schedules, revisions, asset organisation and publication deadlines.

CREATIVE & COMMERCIAL PHOTOGRAPHY

Independent Photographer & Visual Content Producer 2006–Present

Freelance commissions | Creative, commercial and licensed imagery

- Produced commissioned photography for portraits, pets, weddings, real estate and commercial communication, tailoring visual concepts to audiences and intended use.
- Managed the full assignment lifecycle: client discovery, creative briefs, shot planning, location logistics, equipment preparation, timelines and image delivery.
- Directed subjects and composed images on location and in controlled lighting conditions, selecting lenses, exposure and lighting to achieve the required visual style.
- Performed detailed RAW development, color correction, portrait and object retouching, image finishing and consistent export for web, print and social formats.
- Selected, organised and prepared image libraries for campaigns, websites and editorial applications, including crops, metadata and multiple output specifications.
- Licensed and distributed photography through Getty Images, iStock, Adobe Stock and Shutterstock, combining creative quality with stock-market production requirements.
- Handled estimates, client communication, revision rounds, digital-file management and concurrent assignment deadlines independently.

GRAPHIC DESIGN & CREATIVE ASSET DELIVERY

- Designed original campaign graphics, social templates, channel visuals and thumbnails with careful attention to layout, type, color and brand consistency.
- Combined photographic retouching, compositing and graphic design to produce artwork for web pages, social posts, video packaging and client presentation.
- Prepared layered source files and fit-for-purpose digital exports, adapting legibility, format and image specifications for each publishing channel.

MICHEL ROHNER

DIGITAL MARKETING SPECIALIST

Creative | Content | Analytics | AI

SOCIAL MEDIA PLATFORMS

- YouTube / YouTube Studio
- Facebook / Meta Business Suite
- Instagram
- TikTok
- Pinterest
- LinkedIn
- X (Twitter)
- Threads

DESIGN & PRODUCTION TOOLS

- Adobe Photoshop & Lightroom
- Adobe Creative Cloud workflows
- Graphic design & branded templates
- CapCut: video editing and finishing
- ElevenLabs: voice / audio workflows
- Color grading, retouching & export

WEB, SEO & CODE

- Website and landing-page design
- Basic HTML & CSS
- Responsive web layouts and UX
- On-page SEO / keyword research
- Search Console: practical familiarity
- Technical troubleshooting

MEASUREMENT & PAID MEDIA

- YouTube Analytics and channel KPIs
- Meta Insights and social engagement
- Traffic, CTR and audience retention
- GA4: working knowledge
- Meta Ads Manager: working knowledge
- Google Ads: working knowledge
- Creative testing & KPI reporting

AI-ENHANCED WORKFLOW

- LLM prompt design and iteration
- Research synthesis / editorial review
- AI-assisted storyboards and briefs
- AI-supported image / video workflows
- Transcription and audio enhancement
- Automation concepts and QA

CREATIVE ASSET DELIVERY

- Campaign, web & social adaptations
- RAW processing & advanced retouching
- Stock licensing and image metadata
- Print & digital export standards

SELECTED BRAND & CLIENT WORK

Selected commercial and entrepreneurial assignments spanning pet-focused campaigns, an urban mobility startup and internationally recognised live entertainment.

Arf & Wag Studio

Founder & Creative Director | Pet Photography and Visual Content | United States

- Established and developed a specialist photography brand, creating distinctive pet-focused imagery and visual campaigns for consumer audiences and commercial applications.
- Directed end-to-end production, from creative concepts, styling and animal-safe shoots to studio lighting, retouching, graphic design and finished campaign assets.
- Built extensive photography and video libraries for brand communications, digital publishing and licensed stock imagery, with assets adapted across formats and channels.

Mobiscoot

Social Media & Digital Marketing Lead | Scooter-Sharing Startup | Geneva, Switzerland

- Led the company's social media marketing from strategy through execution, defining campaign concepts, creative direction, publishing priorities and channel presentation.
- Produced the complete visual content mix: original photography, short-form video, promotional graphics, branded layouts and platform-specific copy.
- Managed content planning, production, editing and publishing as an integrated workflow, creating a coherent identity for an emerging urban mobility service.

Space Ibiza

Resident Photographer & Campaign Content Producer | Ibiza, Spain

- Served as resident photographer during the nightclub's final three seasons, capturing its events, performers and live atmosphere for professional promotional use.
- Supplied high-impact editorial and campaign photography supporting international promotion, with imagery tailored to digital, social and brand communications.
- Delivered publication-ready visual content under demanding event schedules, combining rapid selection, precise image finishing and consistent creative standards.

CONTENT PERFORMANCE & AUDIENCE ANALYTICS

- Interprets YouTube Studio reporting including reach, impressions, click-through rate, watch time, audience retention and traffic sources to identify packaging and content improvements.
- Evaluates platform-level engagement, audience demographics, discoverability and publishing patterns to guide creative formats, release decisions and channel priorities.
- Applies web and search reporting concepts, including Google Search Console and GA4 working knowledge, to inform SEO, landing-page content and performance discussions.

HUMAN-LED AI & CREATIVE PRACTICE

LLMs for structured research, first-pass outlines, alternative concepts and workflow acceleration; AI-assisted transcription, subtitling, audio cleanup and visual exploration. Final writing, graphic design, photography, retouching and editorial decisions remain human-directed, with attention to accuracy, brand voice and originality.

EDUCATION

Associate of Arts — Design and Photography

Santa Monica College | June 2006

Santa Monica, California, USA

Bachelor of Arts — Business Administration

McNally Smith College of Music | August 2003

St. Paul, Minnesota, USA

LANGUAGES

English — Native | Spanish — Native | French — Currently studying