



MY PORTFOLIO



+34 679 78 69 34

ro@rociogonzalezescudero.com

<https://rociogonzalezescudero.com>

EDUCATION

PhD in Fine Arts

Oct. 2025 – Present Complutense University of Madrid

Research area: Communication within the framework of Digital Humanities as a strategy for the preventive conservation and enhancement of rural heritage

Professional Expert Programme in Advanced Technologies for the Dissemination and Enhancement of Cultural Heritage

Sep. 2025 – Feb. 2026 National University of Distance Education in Spain (UNED)

Master's Degree in Digital Marketing

Oct. 2023 – Jul. 2025 International University of La Rioja

Continuing Education Master's Degree in Graphic Design and Art Direction

Jun. 2024 – Apr. 2025 Centre for Innovation, Design and Marketing Studies in Spain

Bachelor's Degree in Conservation and Restoration of Cultural Heritage, specialising in Painting

Sep. 2019 – Jun. 2023 | León School of Art and Advanced School for the Conservation and Restoration of Cultural Heritage

ADDITIONAL TRAINING

Specialisation Course in Multimedia Content Production and Distribution

Oct. 2025 – Jan. 2026 RTVE Spanish Institute

Continuing Education Courses in Bookbinding Techniques, Restoration, Embossing, Cataloguing, Identification and the Study of Bookbindings

Jan. 2025 – Dec. 2025 Complutense University of Madrid

SKILLS

Adobe Photoshop, Illustrator, InDesign

Social media

WordPress

Photography and video production and editing

Artificial intelligence

Advanced English and native Spanish

Driving licence

Rocío González Escudero

Creative Marketing & Art Conservation

WORK EXPERIENCE

Venancio Blanco Foundation

Nov. 2025 – Feb. 2026 Exhibition Hall and Art School Coordinator

- Coordination of the Art School and its educational activities
- Management and conservation of the Santo Domingo de la Cruz Exhibition Hall
- Graphic design and development of exhibition campaigns, posters and promotional materials
- Creation of graphic and audiovisual content for media dissemination
- Management and updating of the institutional website and social media channels
- Development and implementation of cultural marketing strategies
- Guided tours and audience engagement

La Gaceta de Salamanca

Jul. 2025 – Sep. 2025 Social Media Manager

- Creation of graphic content for social media and the website
- Production and editing of videos for online distribution
- Content planning, scheduling and social media management

Madrid Railway Museum

Jun. 2024 – Jun. 2025 Historical Heritage Conservator

- Cataloguing and documentation of museum objects
- Writing of informative texts for exhibitions, the website and the museum magazine
- Exhibition design and production, including concept development, graphic design and installation
- Creation of digital and audiovisual content, including posters, signage, videos and social media content
- Restoration and conservation of historical heritage

Museum of Art Nouveau and Art Déco - Casa Lis

Mar. 2023 – Apr. 2024 Museum Assistant

- Visitor services, sales and commercial management in the museum shop
- Management and updating of the online shop
- Development of digital marketing strategies, creation of social media content and participation in media activities, including regional television, events and conferences
- Graphic design and editing of the museum's official 2024 calendar
- Practical experience in preventive conservation, artwork restoration, research and collection cataloguing

PUBLICATIONS, CONFERENCES AND TRADE FAIRS

González Escudero, R., et al. (2026). *The Villaverde de Guareña Codex: Confirmation of Its Royal Privileges from the Catholic Monarchs to Ferdinand VII.* Salamanca Provincial Council, Spain. ISBN: 978-84-7797-795-7.

Conference Speaker: "The Privilege Granted by the Catholic Monarchs to Villaverde de Guareña"

Organised by Villaverde de Guareña Town Council
Villaverde de Guareña, Salamanca, Spain, 14 July 2024

Stand Collaborator at the AR&PA Biennial Heritage Fair

Organised by the León School of Art and Advanced School for the Conservation and Restoration of Cultural Heritage
León, Spain, 12 November 2022