

VERONICA CANCIO DE GRANDY

WRITER | STORYTELLER | CREATIVE STRATEGIST

PORTFOLIO



www.veronicacdgc.com

CONTACT



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305-510-4373



Miami, FL

LANGUAGES

English | native

Spanish | native

French | fluent

German | conversational

Catalan | conversational

EDUCATION

Master of Arts (Hons) in International Journalism

City University

London, UK | 2003 - 2005

Bachelor of Arts in International Relations

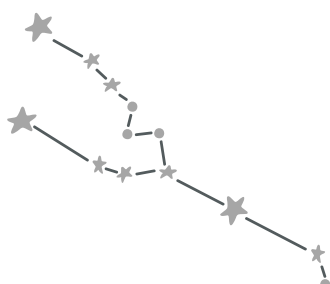
Florida International University

Miami, FL, USA | 1999 - 2002

PG Diploma in Advertising Design & Creative Thought

ELISAVA School of Design & Engineering

Barcelona, Spain | 2011 - 2014



Creative writer and editor with extensive experience crafting short-form content across multiple formats, from journalism and copywriting to plays and digital engagement. Expert in developing brand voice, adapting tone, and integrating pop culture, psychology and data-driven insights into compelling narratives and content strategy. Passionate about language, astrology and shaping engaging user experiences.

WORK EXPERIENCE

Adjunct Professor

Florida International University | Miami, FL |
August 2024 - Present

- Lecturing in writing, speech, strategy, public speaking and social media for the College of Communications.

Freelance & Creative Writing

Various Clients & Independent Projects | 2002 - Present

- Published short-form fiction, corporate and editorial content across digital and print platforms.
- Developed compelling, multi-voice narratives across diverse formats, from brand messaging to storytelling-driven content.
- Wrote, performed, and produced original music, shaping lyrical narratives that merge poetry, emotional resonance, and cultural storytelling.
- Playwright & Performer – Wrote and performed the original short musical Swipecyland, which became the most popular play of the Microtheater Miami Fall Season (2023).
- Worked across erotic fiction, editorial, and experimental formats, demonstrating versatility in voice, tone, and subject matter.

Brand Director

Our Good Products | Miami, FL | Aug 2023 - Aug 2024

- Developed and executed content strategies for digital campaigns, owned media and political initiatives.
- Oversaw brand storytelling and alignment with market trends, resulting in a 21.3% increase in revenue.
- Ran market research study together with FIU college of communications.

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SKILLS

Copywriting & Content Strategy |
Bilingual Content Creation (English
& Spanish) | Digital Marketing
Campaigns | SEO & Web Analytics |
Sales Funnel Copy & Landing Pages
| Video Scriptwriting & Production

SPECIALIZATION

Short-Form Writing & Storytelling |
Copywriting, editorial, reviews, brand
messaging

Editing & Content Strategy | Voice &
tone development, style guides,
digital optimization

Creative Leadership & Strategy |
Team management, editorial
oversight, brand identity
development

Wit & Human Insight | Human
writing, behavioral storytelling, user
engagement

**Multi-Format & Cross-Platform
Writing** | Articles, interviews, scripts,
lyrics, digital marketing copy

WORK EXPERIENCE (CONT)

Head of Alumni Relations, Learning & Development

EU Business School Munich | Aug 2020 - May 2023

- Conceived efforts that boosted stakeholder engagement (26%); event attendance (45%) & brand recognition.
- Increased reporting accuracy and created marketing assets to align storytelling strategically with sales goals including: first EUBS Employability Report, international alumni panels and vol 3 of the Alumni Stories series.
- Created career-focused learning paths and training for current students to strengthen professional profile.

Sr Communications Project Manager

EU Business School Munich | Feb 2017 - Aug 2020

- Directed storytelling strategies for digital campaigns, ensuring content resonated across diverse, international audiences.
- Created and refined brand voice through 100+ articles, interviews, landing pages and editorial features, increasing organic engagement by 13%.
- Developed copy that blended narrative storytelling, audience engagement strategies and brand identity.

Campus Director

EU Business School Munich | Apr 2015 - Feb 2017

- Post-crisis role for staff/student retention and motivation
- Led change management, implemented workable. solutions throughout crisis and maintained staff culture.
- Lowered 17.6% student cancellation rate to 4.4% in 1 year.

Director of Communications

EU Business School Barcelona | Jun 2012 - Aug 2014

- Set up and scaled a productive communications dept. (vision, direction, strategy, brand, events, calendar).
- Led cross-functional and remote teams across multiple countries, fostering a collaborative environment to achieve strategic communication goals.
- Ensured adherence to brand tone, voice and values by both internal and external stakeholders.
- Produced 90+ pieces of content for digital and owned media, leading to a 17% recruitment increase.

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SOFTWARE

Microsoft Office 365 | Powerpoint | iOS
| Photoshop | Moodle | Blackboard |
Canva | InDesign | Acrobat DC |
Illustrator | Logic | Cubase | iMovie |
Dynamics

OTHER TALENTS

Singer, Composer & Lyricist

Magnetic Bonbons | 2018 - Present
- **Album:** <https://shorturl.at/ZMK6Y>

Author & Playwright

Various | 2002 - Present

English Language Editor

Roman Signer. Werkübersicht
Vol 4. (English ed) | 2018

Copywriter

Zebra Technologies | 2013

Writer

Miami New Times | 2005 - 2006
Miami Sun Post | 2005 - 2006
The Guardian | 2003
Yoga Magazine - Intern | 2003

English Language Teacher

Kennedy Languages
Madrid, Spain | 2010 - 2011

Yoga Instructor (Certified)

Private & Group Classes
Miami, FL | 2007 - 2010

WORK EXPERIENCE (CONT)

Community Manager

EU Business School Barcelona | Feb 2012 - Jun 2012

Volunteer (benefitting street kids)

Quetzaltrekkers Leon, Nicaragua | Jun 2011 - Nov 2011

Executive Assistant

Miguel De Grandy P.A. - Miami, USA | Jan 2007 - Apr 2010

Editor-in-Chief

MacDirectory & MiamiLiving Magazines | Apr 2005 - Oct 2006

- Led a 20-person editorial team, developing short-form, high-engagement content across issues and events.
- Adapted voice and tone across features, interviews and editorial pieces, ensuring consistency while maintaining engaging storytelling.
- Conceptualized and wrote front-of-book sections with a focus on pop culture, event offerings, collected feedback and human behavior.

Intern

Yoga Magazine - London, UK | Jan 2004 - Mar 2004

- Researched and wrote monthly horoscopes, blending storytelling techniques with astrology-based insights.
- Developed engaging short-form content designed to drive reader curiosity and interaction.

SPEAKING & LECTURING

Workshop: Promoting your Brand on Social

PWN Global Virtual Entrepreneurship Program | Online
Worldwide | November 2017

Workshop: Telling the Story of Your Brand

PWN Munich Lecture Series | Munich, Germany |
November 2017

Workshop: Blogging for your Business

PWN Entrepreneurship Program | Munich, Germany | November
2016

Workshop: How Brands Impact Us

Annual International Agent Conference | Munich, Germany |
November 2017