



mecdigital.io
monica@mecdigital.io

90% OF C-LEVEL EXECS MISS LINKEDIN OPPORTUNITIES.

WE GROW YOUR NETWORK AND AUTHORITY ON LINKEDIN.

B2B Marketing | LinkedIn Content | Business Growth

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Monica Ferrer Alberti

Helping corporate leaders build their LinkedIn presence and drive business growth | Founder M.E.C. Digital | Ex. Lawyer → LinkedIn Expert | LinkedIn growth | Executives | Corporate Leaders | Content Strategy

Barcelona, Catalonia, Spain · [Contact Info](#)

6K followers · 500+ connections



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M.E.C Digital



Escuela de Copywriting



[Company Website](#)

Contact Monica for services

Ghostwriting, Copywriting, Content Marketing, Content Strategy, Writing, and Email Marketing

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About

Imagine waking up to a LinkedIn profile full of people wanting to collaborate or work with you?

After years working as a lawyer, I learned 1 thing: executives and legal experts don't have the time to write content or build their brand on LinkedIn.

If you are an executive or a legal professional..

- You're not familiar with how to simplify your writing so that resonates with clients online.
- You don't have the time to master LinkedIn as a tool for growth and visibility.

So, I've made it my mission to change that.

Executives and legal professionals can learn to write persuasive content, stand out, and attract high-value clients online.

I've helped over 50 clients—lawyers, executives, and business leaders—optimise their LinkedIn profiles, share content that connects, and bring in the opportunities they've been missing out on.

Here's what my clients say:

Yolanda, owner of a real estate legal firm:

"Working with Monica has been invaluable. Not only did I learn LinkedIn's intricacies, but her system helped me create higher-quality posts efficiently. I've gained new contacts and a deep understanding of how LinkedIn works."

Tanya, founder of a privacy law firm:

"Monica understands the LinkedIn system and algorithm like no other. She knows what works for readers, guiding me in crafting posts that resonate, unlike the trial and error I faced as a beginner."

Why does this matter to you?

If you're offering consulting or legal services, a strong LinkedIn presence isn't optional; it's essential.

A well-crafted profile and strategic content can open doors to connections, clients, and conversations that elevate your career.

If you're struggling to get started or simply don't know where to begin, you're in the right

place.

I would love to have a conversation with you (it's free!); contact me at www.mecdigital.io or at monica@mecdigital.io.

PS. If you are still reading this, you are a champion 🏆 !

And you deserve to know some additional fun facts about me:

👉 I'm dyslexic. This has taught me that effort is the key to overcoming all the challenges you set for yourself and that dyslexia is my superpower.

🐶 I'm in love with my dog, Cactus. She is a cross between a Belgian Shepherd and a Boxer.

🏆 I adore sports. I go nuts if I don't move my body for more than 2 days.

Founder | Copy Coach | Coach | Ghostwriting | Content Strategy | LinkedIn | LinkedIn Content Strategy | Copywriting | Content Marketing | Writing | Tech | Digital | Entrepreneurs | Marketing de contenidos | Estrategía de contenidos | Estrategía marketing LinkedIn

Articles by Monica

Unraveling the Principles of Influence

By Monica Ferrer Alberti

Jun 27, 2023

Unravelling how to escape from the 9-5, living anywhere and joining the new rich

By Monica Ferrer Alberti

May 30, 2023

Unravelling the craft of writing with Stephen King

By Monica Ferrer Alberti

Apr 25, 2023

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Contributions

You're torn between stakeholder expectations and content strategy goals. How can you strike a balance?

Make sure that the stakeholders know what they are compromising when deciding on the amount they are investing. If the amount is insufficient to bring results, ensure they are aware of it. Don't compromise without them being aware of the compromise you are making.

Monica Ferrer Alberti contributed 2 months ago

[Upvote](#)

You're torn between stakeholder expectations and content strategy goals. How can you strike a balance?

Don't overpromise. Underpromise and overdeliver. Set realistic expectations. Explain the reasoning behind those expectations. Stakeholders like results, but they prefer honesty.

Monica Ferrer Alberti contributed 2 months ago

[Upvote](#)

You're navigating stakeholder feedback in the approval process. How do you ensure a smooth path forward?

Allways, have a clear timeline set and agreed upon. If you respect delivery timelines, they will respect their feedback timelines. And if they don't, at least you've covered yourself by having crafted a plan that was agreed.

Monica Ferrer Alberti contributed 2 months ago

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Here's how you can establish a robust network as a freelance content strategist.

Give your audience value so they trust you and you can position yourself as an authority. Before posting ask yourself: - what is my audience learning - how will that benefit them That way you'll be sure to be providing value. Every. Single. Time.

Monica Ferrer Alberti contributed 4 months ago

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Experience

Co-Founder

M.E.C Digital

Jul 2024 - Present · 5 months

Barcelona, Catalonia, Spain

You know LinkedIn could open doors to new opportunities, but right now, you're invisible to your ideal clients.

Without the time or expertise to focus on LinkedIn content and lead generation, it's easy to feel stuck.

At MEC Digital, we make building your LinkedIn presence seamless so you can focus on what you do best—running your business.

Here's how we elevate your brand while driving connections with your target clients:

1. Identify and target: we pinpoint your...

Show more

Ghostwriter and Content Strategist

Ghostwriting Leaders

May 2022 - Present · 2 years 7 months

I build content strategies that help CEOs and founders increase their LinkedIn audience by 25% and get 4 qualified leads monthly in 90 days, without losing time to create content.

I write LinkedIn content for CEOs and Founders. I make sure to understand your essence and help you connect with your audience.

Content that helps your targeted audience/client and leaves a positive impact.

Partner

Ambar Partners

May 2022 - Present · 2 years 7 months

Recurring advice to companies in the technology industry on contractual matters, data protection, cybersecurity and information technology.

Associate

Cuatrecasas

Oct 2020 - Jun 2022 · 1 year 9 months

Barcelona, Cataluña / Catalunya, España

Lawyer

Ecija Law & Technology

Oct 2018 - Oct 2020 · 2 years 1 month

Barcelona y alrededores, España

Corporate and M&A, Innovation and Entrepreneurship, Telecommunications, E-commerce, Gambling & Betting, Data Protection and Information Technology Law.

External legal counsel

Propulse Video - A TransPerfect Company

Feb 2017 - Feb 2019 · 2 years 1 month

Barcelona

Commercial, privacy, contractual and general legal counsel for co-founders of video production start-up since its incorporation until the exit of the founders

Lawyer

RCD - Rousaud Costas Duran

Oct 2016 - Oct 2018 · 2 years 1 month

Lawyer

CHR LEGAL

Apr 2016 - Oct 2016 · 7 months

Corporate Compliance

Internship

RCD - Rousaud Costas Duran

Jun 2015 - Nov 2015 · 6 months

Barcelona y alrededores, España

Internship

ROUSAUD COSTAS DURAN SLP

Jul 2014 - Jul 2014 · 1 month

Escoles Pies, 102, Barcelona

Education

Escuela de Copywriting

Certificación en Copywriting · Marketing

2022 - 2023

Programa Certificado por CEL y avalado por Florida Global University

ESADE Business School

Máster Universitario en Abogacía & Máster in International Business Law

· Derecho

2014 - 2016

Universitat Pompeu Fabra - Barcelona

Grado en ECONOMÍA

2011 - 2015

Universitat Pompeu Fabra - Barcelona

Grado en DERECHO

2009 - 2013

Universitat Pompeu Fabra - Barcelona

-

Honors & Awards

Top 15 LinkedIn Experts In Barcelona

Influence Digest+

Nov 2023

Top 15 LinkedIn Experts In Barcelona

Languages

English

Full professional proficiency

Spanish

Native or bilingual proficiency

French

Limited working proficiency

Recommendations received

Ben Kolp

"We had come into the pleasure of working with our dear member Monica in preparation and execution of a LinkedIn training for our community at TLR Coworking. Monica struck me as a highly-focused professional, who really knows what she's talking about. She promised to provide "The last LinkedIn training you'll ever need" and unless LinkedIn decides to completely change the way it works, Monica made up on that promise. From practical tips on how to incorporate non time-consuming LinkedIn practices into your daily routine, up to a detailed look into under-utilised, yet powerful features of the platform, in a 1 hour session Monica left everybody inspired to up their LinkedIn game and start leveraging the platform as a lead generation engine."

Yolanda Porcel Martinez

"As a real estate lawyer, working with Mónica has been a great experience. Not only have I learned a lot about LinkedIn, but I've also gained insights into a whole work organization system that is incredibly helpful. Her system greatly assists in creating higher quality posts more efficiently. Thanks to Mónica's help, I have a better understanding of how LinkedIn works, and she has also helped me generate valuable new contacts for my business. Thank you for everything, Mónica. We'll stay in touch!"

7 people have recommended Monica

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Other similar profiles

Olivia Alvarez Elósegui

Madrid

**Isabel Bárbara Pena**

Lawyer at Cuatrecasas. Litigation area. Public Law.

A Coruña

**Mercedes Farrán Arizón**

Asociada Senior en Deloitte Legal - Dispute Resolution & Litigation

Seville

**Patricia Mendilibar Navarro**

Profesora de Derecho Administrativo | Doctora en Derecho | Abogada

Valencia

**Lidia Calatayud Higuera**

Abogada Laboralista en CECA MAGÁN ABOGADOS. Profesora de Derecho del Trabajo y de la Seguridad Social

Madrid

**Blanca Montero Giménez**

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Spain

**Isabel San Miguel Rodríguez**

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Madrid

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Sudent at London School of Economics and Political Science

Madrid

**Sara Rafecas Barcelo**

Directora del Área de Derecho Mercantil en RCD

Greater Barcelona Metropolitan Area

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Patricia de Puig Faura

Abogada Laboralista- Senior Associate- PwC España

Barcelona

Connect

Explore collaborative articles

We're unlocking community knowledge in a new way. Experts add insights directly into each article, started with the help of AI.

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Add new skills with these courses

5h 55m **The Foundations of Fiction**

1h 27m **Learning to Write Marketing Copy**

33m **Writing White Papers**

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