

# CLAUDIA ALBARRÁN MURO

Emerging professional in Digital Marketing and Communications

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## Personal Statement

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I am a passionate content creator with expertise in Formula 1, motorsport, photography, communication, creativity, and social media. My goal is to make impactful contributions in these fields, while also seeking opportunities to expand my skills in graphic design, social media management, and other creative areas to further fuel my passion for visual storytelling...

## Experience

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### **Social Media Manager – Grupo iZen, Madrid (April 2024 – )**

As a dedicated and innovative Social Media Manager, I excel in crafting comprehensive social media strategies and managing multiple high-profile accounts. My strategic approach and creative content planning have significantly boosted brand presence and engagement across various platforms. I thrive in dynamic environments, ensuring both creative and operational aspects are executed flawlessly.

I successfully handle 8 Instagram accounts, 6 Twitter accounts, and a LinkedIn account, ensuring consistent brand messaging and high engagement. I manage high-profile accounts, including an Instagram account with over 50K followers and a Twitter account with 25K followers, driving follower growth and engagement. I promptly address unexpected challenges, keeping projects aligned with brand objectives.

### **Motorsport Content Creator – TikTok @motorsport\_claudia (February 2024 – )**

As a Motorsport Content Creator, I excel in producing engaging and informative content across various digital platforms. My expertise in motorsport, particularly Formula 1 and the F1 Academy, allows me to produce high-quality videos, articles, and posts, engaging a diverse audience.

I manage content across multiple platforms, achieving a combined following of 3,832, ensuring consistent brand messaging. Develop and implement strategies to increase engagement and grow the follower base. Plan and execute content calendars, ensuring timely updates aligned with the latest motorsport developments.

### **Production Assistant – Morena Films, Madrid (January 2023 – May 2023)**

With experience in production and logistics, I manage complex projects and enhance team communication. My proactive approach ensures efficient execution. In fast-paced environments, I handle creative and logistical aspects flawlessly. I support scheduling, logistics, and administrative tasks, providing technical support and solving challenges to keep projects on track.

### **Production Assistant – Ulises Producciones, Madrid (July 2022)**

Experienced in facilitating seamless on-set operations and supporting production crews, I handle film equipment with expertise. I excel in communication, multitasking, and problem-solving, efficiently escort talent, and utilize project management software to ensure smooth execution. Skilled in interpersonal communication, I liaise with diverse teams to meet tight deadlines.

## **Community Manager – Hadock Comunicación, Madrid (December 2020 – July 2021)**

As an experienced Online Community Engagement Specialist, I have a proven track record of enhancing user experience, fostering community interaction, and driving engagement through innovative strategies. I manage online communities, design user-friendly web interfaces, and create engaging content and campaigns.

I leverage analytics to refine engagement tactics and execute community-building events aligned with brand objectives. I have significantly increased engagement levels and participation through strategic initiatives. I design and maintain intuitive web interfaces, develop appealing graphics and compelling content, and utilise data analytics to measure community growth and optimise engagement strategies.

## **Education**

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### **M.A. in Digital Marketing – ESIC Business and Marketing School, Madrid (Sept 2023 – June 2024)**

- Developed comprehensive digital marketing strategies, incorporating SEO, SEM, Social Media, and E-commerce, to enhance brand presence and consumer engagement in the digital landscape.
- Mastered the art of crafting and executing effective digital advertising campaigns across various platforms, leveraging tools like Google AdWords, Facebook Ads, and affiliate marketing to drive targeted traffic and achieve marketing objectives.
- Gained proficiency in web and mobile analytics, utilizing data-driven insights to optimize user experiences, improve website and mobile app performance, and inform marketing decisions.
- Cultivated a deep understanding of omnichannel marketing approaches, enabling the creation of cohesive and seamless consumer experiences across all digital and traditional marketing channels.

### **BA in Audiovisual Media Communication – Universidad Villanueva, Madrid (Sept 2019 – June 2023)**

- Gained hands-on experience in film production and team coordination, including setting preparation, crew coordination, and administrative management, enhancing my ability to deliver smooth production processes.
- Developed advanced skills in content creation, digital marketing, and social media management, enabling me to craft engaging content that resonates with the audience.
- Enhanced my online community management capabilities, web interface design, and graphic creation skills at Hadock Comunicación, significantly improving online engagement through visually compelling graphics and content strategies.
- Gained insights into the impact of digital media on society and culture, analyzing trends, audience behavior, and the ethical considerations involved in media production and distribution.
- Enhanced teamwork and project management skills, working collaboratively on various multimedia projects, from conception to delivery, ensuring projects met briefs, deadlines, and quality standards.

### **BS Media Studies – Aarhus Universitet, Aarhus, Denmark (January 2022 – July 2023)**

- During my semester in Media Studies at Aarhus University, I deepened my understanding of global media landscapes, focusing on the complexities of media's role in cultural exchange and the impact of digital transformation on global communication networks.

### **Diploma in Motion Graphics – Universidad Villanueva, Madrid (Sept 2019 – June 2023)**

### **Diploma in Fiction Series Creation – Universidad Villanueva, Madrid (Sept 2019 – June 2023)**

### **School – Colegio de Fomento Montealto, Madrid (Sept 2004 – June 2019)**

### **Year 6 – Millfield Preparatory School (MPS) , Somerset, UK (Sept 2011 – July 2012)**

## Courses and/or Certifications:

- **Diploma in Motion Graphics (Sept 2019 – June 2022)** – Universidad Villanueva
- **Diploma in Fiction Series Creation (Sept 2019 – June 2022)** – Universidad Villanueva
- **EY Voice Finalist (June – July 2021)** – Ernst & Young Debating tournament
- **Course Expert in Instagram and Instagram Ads (April – May 2021)**
- **III Digital Fashion Film Academy (November 2020)** – Universidad Villanueva

## Interests and Skills

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**Languages:** English (Bilingual, C2) Cambridge Proficiency Exam in English (CPE)  
Spanish (Native)  
Italian (Beginner, A2) Certificato di Italiano come Lingua Straniera (CILS)

**Hard Skills:** Adobe Creative Cloud, Office Package, Basic SEO, SEM, Content Creation, Cross-Platform Integration, Google Analytics, Google Search Console, SEMRush, Graphic Design, Media planning & media production, Project Management, Social Media Marketing and Management, WordPress, Data Analysis, Canva

**Soft Skills:** Communication, Creativity, Adaptability, Problem-Solving, Critical thinking, Teamwork, Emotional Intelligence, Time Management and Organizational Skills, Attention to Detail, Learning Agility, Networking

**Volunteering:** Youth Revolution, Painting for others (Cooperación Internacional), Fundación A La Par