

Claudia Albarran

SOCIAL MEDIA EXECUTIVE

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Creative and results-driven Social Media Manager and Content Creator with a passion for motorsport and entertainment. Proven track record in growing brand presence through short-form content on TikTok, Instagram, LinkedIn, and Threads. Skilled in real-time content creation, trend forecasting, and performance-driven storytelling. Adept at crafting cross-platform strategies that drive high engagement, fan loyalty, and community growth.

EXPERIENCE

Grupo iZen Social Media Manager	2024 - Current
<ul style="list-style-type: none">Managed 16+ B2B and B2C social accounts, growing followers to 145K+ and boosting engagement by 30%.Led content strategy, overseeing social media management, calendars, and scheduling, driving a 25% increase in audience retention.Developed data-driven campaigns, leveraging trends and insights to boost engagement by 35% and brand visibility by 20%.Built platform-specific content pillars and led performance reviews using social listening tools to inform strategy.	
Motorsport Content Creator TikTok, IG, Threads and LinkedIn	2024 - Current
<ul style="list-style-type: none">Built and managed a motorsport community, growing 6K+ followers and 250K+ likes.Created high-performing content using CapCut and Adobe Premiere Pro, with select content reaching 500K+ views.Capitalized on trending topics and live events to boost engagement and visibility.Developed multi-platform strategies resulting in growth by 35% in fan interaction & 20% in brand presence.	
Morena Films Production Assistant	2023
<ul style="list-style-type: none">Supported on-set operations and handled production logistics ensuring 100% on-time delivery.Collaborated with cross-functional teams to create on-brand content within tight deadlines.	
Ulises Producciones Production Assistant	2022
<ul style="list-style-type: none">Provided on-the-go production support, facilitating seamless collaboration across 5+ departments.Contributed to timely project delivery while managing operations for 2 units.	
Iberseries Platino Industria Communication and PR Assistant	2022
<ul style="list-style-type: none">Delivered translation services and coordinated press coms to enhance international engagement.Facilitated networking during events, supporting PR strategies that expanded industry connections.	
Hadock Comunicación Community Manager	2020 - 2021
<ul style="list-style-type: none">Developed and executed social media strategies, driving follower growth by 50% and increasing interaction by 40%.Analysed content performance and built over 200 digital assets using Canva and Adobe Creative Suite, improving visual consistency and brand identity.	

¹ <https://claudiaalbarran.es/portfolio-items/social-media-management/>

² <https://www.linkedin.com/in/claudia-albarran-muro/>

EDUCATION

ESIC Business and Marketing School | Master in Digital Marketing Management 2023 - 2024

- Specialization in Social Media, SEO/SEM, and data-driven campaigns using Google Analytics and Meta Ads Manager.

Universidad Villanueva | Bachelor in Audiovisual Media Communication 2019 - 2023

- Hands-on training in content creation, project management, and digital marketing.

Aarhus Universitet | Bachelor in Media Studies 2022

- Studied global media landscapes and the impact of digital platforms on modern communication.

Universidad Villanueva | Diplomas 2019 - 2023

- Motion Graphics & Fiction Series Creation

SKILLS & ABILITIES

Key Skills:

- Media monitoring & reporting: expertise in tracking daily media coverage, creating comprehensive reports, and analyzing media trends.
- Communication materials: drafting press releases, briefing notes, biographies, and supporting materials.
- Event coordination: experience in planning, managing, and supporting logistics for events, particularly in high-pressure environments.
- Social media strategy: managing multi-platform strategies to drive engagement and grow brand presence.
- Writing & editing: strong skills in writing, editing, and proofreading communications materials with a focus on clarity and accuracy.

Content Creation Tools:

- Canva, CapCut, Full Adobe Suite, WordPress & CMS Management, Google Analytics, Meta Ads Manager, HootSuite, Sprout Social, Notion

Core Skills:

- Campaign Management, Content Creation, Community Management, Trend Analysis & Platform Optimization, Project & Cross-Platform Management, Creative Briefing & Production Coordination

Soft Skills:

- Creative & Strategic Thinking, Research & Presentation Skills, Communication, Deadline management

Languages:

- English (Bilingual C2): Cambridge Proficiency Exam,
- Spanish (Native)
- Italian (Beginner, A2): Certificazione di Italiano come Lingua Straniera

VOLUNTEERING

Youth Revolution:

- Supporting initiatives that foster creativity and community engagement.

Painting for Others (Cooperación Internacional) & Fundación A La Par:

- Collaborated in social initiatives to promote inclusivity and community well-being.