

Claudia Haro

COMMUNICATION & JOURNALISM

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Education

Escuela de Negocios Europea de Barcelona (ENEB)

MASTERS DEGREE

Barcelona, Spain
2019 - Present

- Master of Business Administration (MBA)
- Masters Degree in Innovation and Entrepreneurship

Universidad de las Américas (UDLA)

BACHELORS DEGREE IN JOURNALISM

Quito, Ecuador
2012 - 2016

- **8,5/10 Final average** for "Licenciatura en Periodismo"
- **9,2/10 Grade** for Degree thesis: "Las 2 caras de Facebook"

Skills

- **Communication:** Active listening, verbal and written language, conflict resolution.
- **Social Media:** SEO, Community Management, Copywriting, Facebook Ads, Email Marketing.
- **Software:** Adobe Suite (Photoshop, Illustrator, Indesign, Premiere Pro, Audition), Wordpress, Wix, Hootsuite, Mailchimp, Microsoft Office.
- **Sales:** Effective communication, Empathy, Patience, Persistence, Planning and Organization
- **Audiovisual Production:** Production and Post-production of videos (Final Cut 7 & 10, Adobe Premiere Pro).

Languages

- Spanish – Native
- English – Upper Intermediate (B2)
- German – Lower Intermediate

Work Experience

Claudia Haro Producciones (Audiovisual Production)

FOUNDER

Ecuador - Spain
2018 - Present

I built **my own business** to help my clients become dynamic in their approach to customers and reinvent the way they show their products.

- **Brand creation and management** for a music band, helping them obtain **3 contracts in a month**.
- Scripting, filming and production of **documentary films**.
- **Production and post production** of commercial videos.
- Commercial and product **photography**.

Nomad Realty (Real Estate)

COORDINATOR & MARKETING MANAGEMENT

Spain
2020

- **Managed 8 commercial agents**, overseeing of **300 leads per month**.
- Redesign, edition and dispatch of **advertising campaigns** (Email Marketing - Mailchimp).
- Creation of written content. **Social media management** and **advertising scheduling**.

Social-Houses (Real Estate)

COORDINATOR

Spain
2020

- Fully automated the update of online postings, eliminating manual work, thus **reducing weekly workload by 20%**.
- **Handling of 60 properties per month**, organizing commercial agents, creating descriptions of each property, photo editing, and final review of publications in **8 real estate online portals**.
- **Website management** and blog content creation.

La Agencia de Viajes (Tourism Magazine)

PRINCIPAL JOURNALIST IN ECUADOR

Quito, Ecuador
2016 - 2018

Informed and updated the **international tourism industry** in Ecuador through **interviews, research and conventions** in different countries.

- While I was the journalist for Ecuador, the company **increased advertising sales by 90%**.
- **Interviews with ministers, owners** of large hotel chains, airline **managers**, travel agency **CEOs**, etc.
- Creation of **25 articles per month**.
- Business trips and **international events** reporting.

Las 2 Caras www.haro.press

JOURNALISTIC RESEARCH

Quito, Ecuador
2018

I was able to **materialize an investigation** on a subject that had concerned some sectors of the Ecuadorian capital. "Quito Cables" was a project with an investment of around **USD 44 million** that would **affect 180.000 people** and would mean the **expropriation of 34 properties**.

- Research on the pros and cons of the project to **analyze its impact on citizens**.
- **Carrying out interviews** with the project leaders appointed by the mayor and opposition leaders.

Certifications & Courses

- Certificate in **Television Production** – Universidad de las Américas (UDLA) – 2017
- Certificate in **Digital Journalism** – Universidad de las Américas (UDLA) – 2017
- Course on **MailChimp Email Marketing** – Udemy – 2020
- Course on **Facebook Ads** – Udemy – 2020

Hobbies

- **Music:** Singing and Composition.
- **Sports:** Climbing, Yoga, Skating, Dancing.
- **Creativity:** Photography, Audiovisual Production, Writing and Editing.