



## Claudia Haro Gallegos

☎ (+49) 1781056826

✉ Email address: [claudiahg12@hotmail.com](mailto:claudiahg12@hotmail.com)

🌐 Website: <http://claudiaharo.com/>

🌐 LinkedIn : <https://www.linkedin.com/in/claudiaharo/>

### ABOUT ME

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I am a journalist and have worked in media and marketing, adapting to the digital era by developing skills in edition, content creation, Community Management, SEO, Social Media Management. I have always made my work customer focused developing useful tools for them and trying to solve their problems.

### WORK EXPERIENCE

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#### Content Marketing Associate

*Taxdoo - Germany* [ 01/11/2021 – Current ]

- **Audiovisual** production and post-production.
- **Creation of written content** for the website, social media and Whitepapers.
- Collaboration in **advertising campaigns** for the company.
- **Data-driven work**, measuring the success of campaigns based on **KPIs**.
- Implementation of the **Spanish market** in the company.
- **Translation** of documents and the website.

#### Founder

*Haro Media & Films (Audiovisual Production) - Worldwide* [ 15/01/2018 – 01/10/2021 ]

I built **my own business** to help clients become dynamic in their customer approach 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**.

#### Marketing Content Manager (SEO, SEM, Affiliate)

*Global Commerce Media* [ 22/03/2021 – 18/06/2021 ]

In the internship I work in different areas of **Digital Marketing** and help our clients with **On-Page SEO** and **Off-Page SEO**, **Content Marketing**, **Social Media**, **WordPress**, **Quality Management** and **Affiliate-Marketing**.

#### Coordinator

*Social-Houses (Real Estate) - Spain* [ 01/06/2020 – 10/10/2020 ]

- Fully automated the update of online postings **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.

## Coordinator

*Nomad Realty (Real Estate) - Spain* [ 03/02/2020 – 05/05/2020 ]

- **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**.

## Journalistic Research

*Las 2 Caras - Ecuador* [ 05/01/2018 – 01/12/2018 ]

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.

## Journalist

*La Agencia de Viajes (Tourism Magazine) - Ecuador* [ 10/10/2016 – 10/07/2018 ]

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**.
- Reporting on business trips and **international events**.

## EDUCATION AND TRAINING

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### Master in Innovation and Entrepreneurship & Business Administration (MBA)

*Escuela de Negocios Europea de Barcelona (ENEB) - Spain* [ 09/04/2019 – 04/01/2022 ]

### Bachelors Degree in Journalism

*Universidad de las Américas (UDLA) - Ecuador* [ 05/09/2012 – 10/06/2016 ]

## DIGITAL SKILLS

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Microsoft Office / Community Management / Content Creation / Audiovisual Production / Organizational and planning skills / Photography / Social Media / Adobe Suite / Email Marketing / SEO

## LANGUAGE SKILLS

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Mother tongue(s): **Spanish**

Other language(s):

### English

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION B2 SPOKEN INTERACTION B2**

### German

**LISTENING B1 READING B1 WRITING B1**

**SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2**

## **CERTIFICATIONS & COURSES**

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### **Certifications & Courses**

- **Google Analytics** - 2022
- **HubSpot (Marketing)** - 2022
- **Certificate in Television Production and Digital Journalism** – UDLA – 2017
- **Course on MailChimp Email Marketing and Facebook Ads** – Udemy – 2020