

Claudia Haro

Marketing Product & Content Manager | Video & AI Marketing Specialist

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PROFILE

Creative **B2B SaaS Marketing professional** with 8+ years of experience in **content and product marketing**. I combine strategic thinking with a strong creative background in **visual storytelling, social media, video production, and content design**. Skilled in developing **go-to-market strategies** and turning complex **product concepts** into engaging narratives that drive **brand awareness, demand generation, and lead growth**. Native Spanish speaker, fluent in English and experienced in creating content in German. Based in Germany, holding a valid residence and work permit.

EMPLOYMENT HISTORY

Taxdoo

Content & Product Marketing Manager

November 2021 – Present

Hamburg, Germany

- Led **go-to-market planning for product launches every two months**, aligning **25 stakeholders** across Product, Marketing, and Sales in monthly GTM meetings to ensure consistent messaging and execution.
- Designed and implemented **project management workflows** (Jira, HubSpot, Confluence), enhancing collaboration between Product, Marketing, and Sales.
- Produced and scripted **40+ video assets annually**, including explainers, customer stories, and brand campaigns, leveraging **AI tools (HeyGen, Gemini, VEO, ChatGPT)**.
- Drove **conversion rates up by 40%** and **sales-accepted leads by 123% (Q2–Q3 2024)**.
- Contributed to **Paid Social and Social Media campaigns**, increasing engagement and reach.
- Spearheaded the **Spanish market go-live**, achieving **30% engagement** among Spanish-speaking users.

Haro Media & Films (Audiovisual Production)

Founder

January 2018 – September 2021

Worldwide

- Built and led a content studio focused on **visual storytelling and brand reinvention** with over **20 multimedia campaigns** for more than 10 brands.
- Produced commercial and **documentary videos**, managing **scripting, direction, and post-production**.
- Secured **3 contracts in one month** after delivering a full rebranding and campaign relaunch.

Nomad Realty (Real Estate)

Coordinator

February 2020 – May 2020

Marbella, Spain

- Managed **300+ leads monthly** and coordinated 8 agents through CRM and content workflows.
- Executed **email marketing campaigns (Mailchimp)** and led **social media management & copywriting**.

La Agencia de Viajes (Tourism Magazine)

Journalist

October 2016 – July 2018

Ecuador

- Reported on **international events** and conventions for the tourism industry.
 - Conducted **interviews with CEOs, ministers, and hotel executives**.
 - Created **25+ feature articles per month**, helping increase advertising sales by 90%.
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EDUCATION

- **Product Marketing Certified: Core, Product Marketing Alliance** — Online, Jul-Dec 2024
 - **MBA in Innovation & Entrepreneurship, ENEB** — Spain, Apr 2019 - Jan 2022
 - **BA in Journalism, Universidad de las Américas (UDLA)** — Ecuador, 2012-2016
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TOOLS & SKILLS

AI-powered Video & Content Tools (HeyGen, Gemini, ChatGPT, VEO) | Project Management (Jira, HubSpot, Confluence) | SEO (Ahrefs, Google Analytics) | Content Localization | Adobe Suite | Copywriting | Campaign Management | Wordpress | Data-Driven Marketing | Community Management