



**CLAUDIA  
ZARAGOZA RAMOS**

## CONTACT

+34 650 726 329  
clauzgz34@gmail.com

## SKILLS

Social Media Strategy & Digital Marketing  
Brand activation & Rebranding  
Content Creator & Coolhunting  
Adobe Lightroom, Photoshop, InDesign, Illustrator  
Asian culture  
Entrepreneurship  
Photography & Ocean lover & Water Sports

## LANGUAGES

ENGLISH - High level  
FRENCH - Bilingual  
SPANISH - Native  
CATALAN - Bilingual



## EDUCATION

ELISAVA, SCHOOL OF DESIGN AND ENGINEERING  
Master in Branding  
Barcelona, 2016 - 2017

TOULOUSE BUSINESS SCHOOL  
Bachelor's degree, International Business Administration and Management  
Toulouse, 2012 - 2013, 2014 - 2015

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
Bachelor Business and Media, Marketing Communication  
Vancouver, 2013 - 2014

LYCÉE FRANÇAIS DE GAVÀ - BON SOLEIL  
1998 - 2012

## EXPERIENCE

### DESIGUAL

JULY 2019 - JUNE 2021

Social Media Strategist - Global

Barcelona - Spain

- Develop the global (and geos) social media strategy, working closely with CRM, Digital and Press.
- Ensuring that all postings are of exceptional quality, 100% on brand & in line with company guidelines on style and tone of voice.
- Make use of our SMMS, social listening tools & analytics dashboards to produce actionable reporting & insight. (Sprinklr, WGSN)
- Position Desigual as an early adopter & innovator by keeping up to date with trends & new features.
- Maintain a strong relationship with our direct contacts at leading social media platforms such as FB,IG,TW,PT,LK,SP,YT,TK.
- Attend international brand events & activations to deliver live social media coverage across multiple social networks, including live video production.
- Conceptualise and implement key initiatives: collaborations, content creation, product launches...
- Managing team of several Community Managers and agencies.

### CAROLINA HERRERA & PURIFICACIÓN GARCÍA

AUG 2018 - JULY 2019

Social Media Marketing Manager - Global

Orense - Spain

- Develop the global (and geos) social media strategy, working closely with CRM, Digital and Press.
- Create creative concept working closely with content team.
- Ensuring that all postings are of exceptional quality on Instagram, Pinterest, Facebook, Twitter, WeChat, Weibo.
- Drive the local implementation at .Europe, America, China, ME.
- Make use of our SMMS, social listening tools & analytics dashboards to produce actionable reporting & insight. (Iconosquare, La Guide Noir, MeltWater, Dash

## PROJECT LOBSTER

JUN 2018 - SEPT 2018

Head of Marketing

Barcelona - Spain

- Brand Consulting (Investigation, Business Strategy, Brand Strategy, Communication).
- Social Media Content Creation
- Marketing campaign

## MOONSHOT DIGITAL PTE. LTD.

MAY 2017 - JUNE 2016

Luxury Digital Marketing Manager - Spain

Spain & Singapore

I integrated businesses strategies, engagement, connect and convert their social audience and maximize their business' potential on the relevant social media platforms.

The Body Firm, Fit Dot, Wine Delivery...

## YOUNG & RUBICAM GROUP, VINIZIUS

AUGUST 2015 - MAY 2015

Strategic Planner

Barcelona - Internship

Global management of the assigned accounts and coordination with the creative team.

Activia Fruit Fusion, Actimel, Nocilla, Piara, Vitalinea, Napolitana, Kinder, Tosta Rica, Granja San Francisco, Costa Croisiere, Haribo, Las 2 Vaquitas, Vita Coco...

## ASSISTANT MARKETING MANAGER

AUGUST 2014 - MAY 2014

Mesoesthetic Pharma Group - B to B

Barcelona - Internship

## ASSISTANT PHOTOGRAPHER IN RETAIL - FREELANCE

Uterqüe & Massimo Dutti

Barcelona

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