CLAUDIA FERNÁNDEZ

DIGITAL MEDIA &
STRATEGIC COMMUNICATION

PROFILE

Digital media specialist with experience working in independent (online) media and communication agencies: podcast hosting and production, publicity, campaigns, strategic communication, PR, social media. Fluent in English and Spanish. Focusing on media, digital marketing, PR, podcasting, strategy and content in digital media. Winner of the prestigious Chevening Award

CONTACT

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SKILLS

- Content Creation. Copywriting
- Campaigns. Podcasting
- Fluent in Spanish and English
- Proficient in Word, Excel, PowerPoint, Google, WordPress, Photoshop, InDesign, Audition
- Social Media Management (Facebook, Instagram, YouTube, Twitter, Google, Linkedin, Pinterest)

EDUCATION

Sep 2021-Nov 2021
Profesional Training for creatives in music Industry at NEKO Trust UK

Sep 2020 – Sep 2021
MA Digital Media,
University of Sussex

Sep 2012 – Jul 2017
BA (Hons) Social Communication
Havana University

EXPERIENCE

October-November 2021 Communication Consultant for Alianza Mesoamericana de Pueblos y Bosques for COP26

- Campaign Coordinator for COP26
- Digital Media Assistant to the Head of Communication
- Content Production and supervision
- Social Media Coordinator

August 2021 Digital Media Intern at La Voz de Guanacaste (MA Final Project)

- Collaborate with the design of the new communication strategy for digital
- Social Media and web, analytics and report
- Research audience engagement
- Media and editorial day to day work

June-July 2021 PR & Publicity Intern at Liberty Music PR

- Assisting in creatively executing impactful PR and communications campaigns
- Podcast assistant and new media researcher
- Coordinating day to day press office functions
- Collating and circulating media coverage and creating reports
- Developing creative PR ideas and pitching stories to media
- Updating media assets and distributing press releases and materials for ongoing campaigns

2021 Podcasting

- Host and Producer for ''Borderscapes'' (http://bit.ly/BorderscapesPod)
- Host and Production assistant for ''On the Record with MAH'' (http://bit.ly/OnTheRecordPodcast)
- Production Assistant for ''Los casetes de AM:PM'' (http://bit.ly/LosCasetesDeAMPMPodcast)

Jun 2018 – Jan 2021 Strategic Communication and Digital Marketing Specialist at Bonus Track Cuba

- Designed and implemented, along with my team, communication strategies for several projects ·
- Social Media Manager and Digital Marketing Strategist
- Facebook Ads campaigns and Analytics
- Managed PR and media coverage
- Ran induction workshops and training sessions for interns joining the agency
- Organized events, met deadlines, and worked well under pressure

Jun 2018 – Jan 2021 Head of Communications and Digital Marketing at Magazine AM:PM

- Designed and developed the magazine's communication strategy, PR and media coverage
- Lead the Social Media and Design team in content creation and social media·
- Production Assistant to the magazine's podcast ''Los casetes de AM:PM''
- Liaised with homologs sectors and media from all over the world, especially Latin-American·
- Worked with the editorial board on day to day communication