# RAQUEL SERRANO

## COMMUNICATIONS

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Lorena Raquel Serrano/



## Career Objective

Passionate and firmly believer of arts and culture as a medium for social development.
Industrious Comms and PR bilingual (English and Spanish) professional offering 6 years of experience along with a decisive and hardworking approach. Talent for devising creative strategies. Skilled in content creation, communication strategies and research.

Interested about creative industries, cultural projects and how to applied creativity and innovation in businesses

## Additional Skills

- Project Management Skills
- Problem-solving Skills
- Cultural Awareness
- Critical Thinking
- Communication Skills

## Work Experience

2021- Present
Transparency Digital
Vancouver, Canada

### Comms & Content Creation

- Developed new promotional campaigns by bundling products together for skincare to attract new influencers to TikTok and Instagram.
- Create daily content for tiktok (content strategy, script development, film videos, copywriting).
- Managing influencers: developing solid relationships with agencies and influencers, organizing post schedules and campaigns.
- Managing Creator.co and share-a-sale

Jul 2021 - Dec 2021
KREAB

### Executive Associate

- Developing, implementing, monitoring and evaluating communications strategy.
- Distributing releases and managing PR events.
- Build strong relationships and networks with colleagues, clients and the media and answer enquiries from the media and other organisations.
- Daily monitoring news to generate reports abour the brand performance.
- Lead executive of an education brand.

Aug 202 - Mar 2021
TikTok

### Internal Communications

- Participated in continuous improvement by generating suggestions, engaging in problem-solving activities to support teamwork.
- Developed creative designs for internal projects, including print materials, videos, banners, icons and gifs.
- Created original content for newsletters, internal messages on corporate communications and supported planning of online events.
- Supported planning, communications, and scheduling of online events.

2019- 2020
University of Leeds

### Student Ambassador

- Successfully developing marketing and communication strategies, and attending training sessions, delivered by leading city employers: Daisy Communications, PWC, FDM, Enjoy Digital and Sky (Betting and Gaming).
- Developed and managed projects from concept to completion, including storyboards, post-production editing and final delivery format.
- Liaised with key industry leaders and developers to produce innovative marketing videos.

Nov 2017-Aug 2019
SAYCE

### PR & Comms Coordinator

- Collective management organisation that represents Ecuadorean creators and ensure that royalties flow to authors for the use of their works anywhere in the world.
- Improving the digital engagement at more than 45% of customers with the business.
- Managed the Instagram account with 100 followers raising up to 3000 through a better visual content and engaging with our songwriters and composers.
- Executed on and offline campaign for taking the 1st Ecuadorean songwriter to be part of Latin America Songwriters Hall of Fame.

## Education

2019 - 2020
University of Leeds

### MA Culture, Creativity & Entrepreneurship

Distinction

2014 - 2016
Universidad San Francisco de Quito

### Bachelor of Mutlimedia Journalism

3.45/4 GPA

## Certifications

2022

### Certified in the Seminar/Workshop Organization and Festival Management

Escuela Adina de Desarrollo Cultural
Secretaría de Cultura Quito
Fundación Teatro Nacional Sucre

2020

### Feminism & Social Justice

Coursera Course Certificates

2019

### Collective Management of Copyright and Related Rights for Collective Management Organisations

WIPO

2018

### Collective Management of Copyright and Related Rights

WIPO

2018

### Leadership

CFF - Fidal

2018

### Human Rights & Arts

Open Course - Universidad Andina Simón Bolívar