

CLAUDIA GÜELL YBARRA

COPYWRITER

DETAILS

NATIONALITY -Spanish

AGE - 24 years old

GENDER - Female

CONTACT

PHONE
+34 626 464 506

EMAIL
claudiaguellybarra@gmail.com

LINKS

Portfolio -
<https://www.claudiaguellybarra.com/>

Instagram - @cguellybarra

SKILLS

Creative Writing

Ability to Multitask

Communication Skills

Detail-Oriented

Fast Learner

Dedicated Team Player

Positivity

Adobe Illustrator

Adobe Premier Pro

Adobe Photoshop

CMS

Adpiler

Microsoft Excel

PROFILE

Creativity is everything for me, I can't imagine a day without creating things & enjoying the process, when a project has more obstacles is more entertaining, and everything with a bit of humor is better.

EMPLOYMENT HISTORY

Creative Strategist - Innocean Berlin

Berlin

Oct 2022- Present

I'm currently working at Innocean Berlin as an Intern Creative strategist. My work here is focused on guiding creatives to create crazy and impressive ideas with a little bit of logic for a variety of clients like Spotify, Kia, Prime

Producer - The Two Marias

Feb 2021- March 2022

I worked 1 year for *The Two Marias*, a digital production agency that specializes in banner production, emailing, web design, and motion graphics.

My work there was focused on guiding creatives to produce extremely detail-oriented projects, and most importantly, maintaining an excellent communication with the client.

Copywriter / Social Media Manager - Positive

Remotely

Oct 2020- Present

At the moment I'm volunteering for *Positive, the Impact Community*. A company that empowers regenerative business to improve not only the way we treat the planet but also the people that live on it.

My role here is divided in different tasks, I manage part of the social media platforms, promote events, produce creative and engaging content for the followers, design documents for the members (as *Stories Of Change*) and write the copy for promotional videos... there's never enough!

Turkish Airlines Euroleague

Barcelona

Jan 2017 - Dec 2019 / Jul 2020 - Oct 2020

● Copywriter / Video Editor & Media Manager

Jul 2020 - Oct 2020

After returning from my Erasmus, in the summer of 2020 the company *Turkish Airlines Euroleague* hired me again as a copywriter, video editor & media manager for the span of three months.

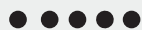
● Av Assistant

Jan 2017 - Dec 2019

In my second year of university I decided to start working, and luckily I got hired by the top-tier European professional basketball club competition, Turkish Airlines Euroleague, for a 4-month half time job. And what was supposed to be a semester of working turned into a two-year contract.

LANGUAGES

Spanish



English



Catalan



French



HOBBIES

Diving

Golf

Live Music

Cycling

Free Diving

My role there started as a video editor, but quickly enough I started to gain more responsibility and started working as a producer for the documentaries that the company created, and I developed my professional career as a copywriter for the promos that were created

Art Intern

Barcelona

Jul 2016 - Jul 2016

I worked as an intern for the ad agency *Paradigma* for 2 weeks in the art department.

That was my first encounter with the advertising world, my role there was to assist one of the art directors of the company, and learned how to work from a brief, and based on that deliver creative solutions.

EDUCATION

MIAMI AD SCHOOL EUROPE - Portfolio program

Berlin

April 2022 - Present

I'm currently doing the portfolio program specialized in Copywriting in Miami Ad School Berlin. Where I'm engagin daily in creative ideas.

Advertising, Marketing and Public Relations - Blanquerna University Of Communication

Barcelona

Sep 2016 - Jun 2020

My degree in Advertising, Marketing, and Public Relations specialized in creative writing by the University of Blanquerna helped me improve as a professional and allowed me to learn how to develop creative and strategic briefs, how to apply feedback, and how to create as many ideas as possible.

Design & Psychology - Hanze University of Applied Siences

Groningen

Feb 2020 - Jul 2020

In my Erasmus experience, I specialized in Design & Psychology for 6 months. Which taught me how to better understand a target audience, and engage them with creativity.

REFERENCES

Odile Breffa - Innocean Berlin

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Diego Dorado - Trukish Airlines Euroleague Basketball

sr.dorado@euroleague.net | +34 636 553 003

Dr Eduard Vidal - Ray Tesser

eduardvidalportes@hotmail.com | +34 609 207 592

COURSES

Humour Writing - La Llama School

Sep 2020 - Sep 2021

Theatre - El Timbal

Sep 2017 - Agu 2019 / Sep 2021- March 2022

Creative Writing - El Ateneo Barcelonés

Jul 2016 - Jul 2016

VOLUNTARY WORK

Volunteer - Orden de Malta

Barcelona

Nov 2020 - Present

Teacher Assistant - Cooperating Volunteers

Panama

Jul 2017 - Jul 2017