

BERNARDA PARODI



Contact

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Goal

After years working in different positions of responsibility in communication, my goal is to continue growing and perfecting my professional skills in a team environment consistent with my values and interests.



Experience

Languages

Spanish (Native)
★ ★ ★ ★ ★

English
★ ★ ★ ★

French
★ ★ ★

Proficiency Skills

Adobe Creative Cloud

Indesign
★ ★ ★ ★ ★

Premiere Pro
★ ★ ★ ★

After Effects
★ ★ ★

Wordpress
★ ★ ★ ★

Digital Marketing

Google Analytics
★ ★ ★ ★

Google Ads
★ ★ ★ ★

Loomly
★ ★ ★ ★

Trello
★ ★ ★ ★

Content Manager

2019-2020

Grupo Cutmedia - Good4Good

- Writing and editing audiovisual pieces with Adobe Premiere and After Effects
- Desktop Publishing using Adobe Indesign
- Contact with companies and personalities to carry out interviews for documentaries
- Web Design for WordPress
- Copy tasks for Digital Marketing campaigns
- Design and Implementation of Digital Marketing strategies and CSR communication for external companies.
- Selection and creation of written articles and audiovisual content on sustainable development for the official news website using CRM WordPress
- Daily management of press releases and media
- Team coordination

Account Manager

2018-2019

Talent Search People

- Client acquisition and account management
- Development of commercial proposals
- Achievement of strategic sales objectives and KPIs
- Negotiation of commercial agreements with clients
- Co-responsible for the production of corporate events

Video Writing and Editing

2017-2018

The Pool TM - Movistar +

- Participation in the creation of "Wifileaks", a national Spanish TV Show by Ángel Martín and Patricia Conde
- News writing in audiovisual format for the show
- Editing audiovisual pieces with Adobe Premiere
- Daily management of press releases and media
- Web content and press releases for Gaz Virtual Reality

Social Media Manager

2015-2016

International Fashion Show Chile

- Supervision of corporate communication and advertising campaigns at an international level
- Design and implementation of the digital media plan
- Community manager (Facebook, Twitter, LinkedIn and Pinterest)
- Poster layout design and creation using Adobe Creative Suite

Personal Skills

Communication



Organization



Coordination



Publications

Good4Good.es

HaciaOtroConsumo.es

Revista Atticus

Social Media Manager

Le Bon Showroom

2014-2016

- Design and implementation of social media strategy
- Monitoring of strategic parameters, execution, and objectives
- Content creation and management for social networks
- Planning digital marketing actions

Voluntary work

Subtitling Coordinator

The Post Carbon Institute

2020

Remote coordination of a 3 people team for the subtitling of the online course "[Think Resilience](#)", on Climate Resilience.

Jornadas Tendiendo Puentes contra la violencia de género

Federación de Mujeres Progresistas

2019

Education

2013-2018

Double Degree on Journalism and Audiovisual Communication

University Rey Juan Carlos, Madrid

Complementary Education

2020

3 weeks

The Sustainable Development Goals

Copenhagen University

10 weeks

International Women's Health and Human Rights

Stanford University

4 weeks

Gender and Sexuality: Diversity and Inclusion in the Workplace

University of Pittsburgh

2019

8 weeks

Social Norms, Social Change (I y II)

University of Pennsylvania + UNICEF

2018

4 weeks

Graphic Design

University of Colorado Boulder