

PROFILE

Communication manager, digital strategist and editor with experience in coordination, community management, social media management, graphic design, writing and planning cultural and socio-educational projects aimed at a younger demographic, adults and the local associative network. I thrive in demanding, multidisciplinary and grassroots environments. Passionate about the regeneration of local groups and associations, culture, education and communication.

JOAQUIM MORAL FERNÁNDEZ

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EDUCATION

2020 - Currently	The National Distance Education University UNED	Bachelors degree in Law
2019 - 2020	IL3 - University of Barcelona Barcelona	Postgraduate diploma in Design and management of cultural projects
2018	Blanquerna - Faculty of Communication & IR Universitat Ramon Llull, Barcelona	Official Master's degree in Political, Social and Business Communication
2013 - 2017	Faculty of History & Geography University of Barcelona, Barcelona	Bachelors degree in Arts History
2011 - 2013	Institut Doctor Puigvert Sant Andreu	Baccalaureate of Science and Arts

WORK EXPERIENCE

2018 - Currently Trànsit Projectes El Prat de Llobregat	Digital culture coordinator and communication responsible at Jardins de la Pau Civic Center. <ul style="list-style-type: none">• In charge of coordination / dynamization within the management team.• Responsible for communication, design and branding.• Email Marketing. Copywriting and community management.• Responsible for the services of digital culture to users of the center: Digital assessment, video games Lab.• Designing projects relating to community participation, highlighting the area and the neighborhoods.• Coordination, design and dynamization of projects related to the world of digital culture.• Working and following up with local entities.• Designing and programming of quarterly activities, research and recruitment of workshopists.• Maintenance, contracting and managing of the center's technological equipment.
2013 - 2018 Puça Espectacles - Iniciatives i Programes Barcelona	Cultural affairs manager and Community manager at Trinitat Vella Civic Centre. <ul style="list-style-type: none">• Management and creation of cultural projects aimed at the local community and specific groups within the neighbourhood.• Design of cultural activities, events and community work.• Cultural coordination at the Sant Andreu District level.• Creation and implementation of the REC Cultural project in collaboration with the Trinitat Vella Library.• Management, programming and curating of artistic exhibitions and cultural programming at the Civic Center.• Responsible for communication, design and branding of the center. Community management.• Management of the information service of the Civic Center.
2017 Ideograma Communication consultancy Barcelona	Digital strategist - Social media manager, Community manager and Creative Copywriting <ul style="list-style-type: none">• Planning and creation of digital content.• Design and execution of digital communication strategies. Paid social and organic social. KPI's Control.• Community management in social media. Use of Google Ad Manager and analytics.• Assessment, dynamization and management of digital profiles for clients.• Writing articles, reports and micro-investigations concerning society politics, communication, and design.• Development of branding, graphic identity and campaigns.
2017 Fundación Ideograma Barcelona	Communication responsible, graphic designer, and promoter of the foundation. <ul style="list-style-type: none">• Development of the website fundacion.ideograma.org and Creative Copywriting• Web content management using Wordpress and Elementor.• Co-direction and communication of the exhibition "Mayo del 68 ¡Arde!".• Event organisation.• Photography, video, and editing.• Conducting interviews with key figures from the world of art and culture.

- 2017
Manifiesto Creative Agency
 Barcelona, Spain
- Community and project manager for political candidate in elections.**
- Creation of original digital content. Organic and Paid content.
 - Design and execution of digital communication strategies. KPI's Evaluation.
 - Community management in social media. Use of Growth tools, Analytics and influencers.
 - Creation of communication calendar.
- 2017 - 2019
Associació Kàtedra Cultura
 Vallromanes, Spain
- Cultural Manager and Communication Manager at Kàtedra Cultura**
- Assessment, design and creation of the Vallromanes Youth Policy Plan (2018 - 2022)**
- Phase 1. (January - June 2017) Evaluation of the Vallromanes City Council Youth Policy Plan (2013-2017) and diagnosis and assessment of needs for the creation of the new Youth Policy Plan (2018-2022) .**
- Early evaluation of the previous local plan through the creation of a youth working group.
 - Drafting of the document for the assessment of the Vallromanes City Council Youth Policy Plan (2013-2017).
 - Creation and design of a campaign aimed at the local youth: graphics, logo and website of the "Somjovesvallromanes.cat" project.
 - Design, dynamization and evaluation of the workshops carried out at the Vallromanes School, and Vilanova del Vallès Institute.
- Phase 2. (October 2017- January 2018) Drafting of the Vallromanes City Council Youth Policy Plan (2018-2022) based on the prior diagnosis and assessment of needs.**
- Drafting, design and layout of the Vallromanes City Council Youth Policy Plan document (2018-2022).
 - Design and drafting of the survey investigating the use of public equipment by youths in the area.
 - Design and layout of the survey results. Drafting the conclusions of the survey results.

PUBLICATIONS AND ARTICLES

- 2020
BCN Més
 Barcelona, Spain
- Research series - Gentrification in Collserola**
 The gentrification of the Collserola neighborhoods and the curious case of the Riquísima Trinidad (rich trinity): A natural and intentional exile of the privileged classes to Barcelona's mountain neighborhoods.
- 2020
La Cámara del Arte
 Sevilla, Spain
- Research articles and propagation of the History of Art (Series).**
 The god Serapis and the cult changes in Egypt and Greece: symbols and politics through the language of imagery.
- 2018
Beers&Politics Magazine
 Barcelona, Spain
- Monográfico nº9.**
 Twenty basic authors of political philosophy.
 Reflections on Marquess de Sade and his philosophical-political legacy.
- 2018
Master Thesis URL
- Political branding and logos: a European perspective of parties affiliated to the European People's Party and the European Socialist Party.**
 From the creation of the idea of a brand image, the introduction and integration of the concepts of the theory of graphic design and image, in the parties linked to the PPE and the PSE.
- 2018
El Periódico
 Barcelona, Spain
- Web section "Apps para el ciudadano comprometido" (Apps for committed citizens)**
 Bimonthly articles on revolutionary, innovative mobile apps that improve people's lives.
- 2018
Apuntes Ideograma
 Barcelona, Spain
- From the symbol to the logo: an analysis of the political graphic image in Spain.**
 From the creation of the idea of an image-brand, the introduction and integration of the concepts of the theory of graphic design and the image, in the graphic identities of Spanish politics from 2006 to 2018.

COURSES AND SEMINARS

- 2019 **Universitat Oberta de Catalunya** *Cibersecurity - ICT Network Security Course*
- 2019 **Escola EFA** *Cultural Heritage Mediation*

SKILLS

- Languages**
- Native: **Catalan - Spanish**
- Advanced: **English** (Spoken, writtent)
- Intermediate: **Italian** (Spoken) **French** (DEL F A Européenne)
- Applications - Tools**
- Advanced: **Adobe Photoshop, Indesign, Illustrator, Social Bakers, Office Suite, Mailchimp, Wordpress, Google Adwords, Google Ad Manager, Google Analytics and Facebook ads.**
- Intermediate: **Premier Pro and Hootsuite**

OTHER

- Creator of the cultural outreach project @artsandmots
- Host for the radio show "Barcelona m'esborrona".
- Driver's license (B)