

Catalina Barahona

Journalist and Social Communication

Contact Me

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Portfolio

Educational Background

B.A Journalism

Viña del Mar University, Chile

Year of Graduation: 2021

B.A Social Communication

Viña del Mar University, Chile

Year of Graduation: 2020

Languages

Spanish

Native

English

Proficient

EFSET English Certificate 75/100 - C2
(2019)

Korean

Intermediate

Yonsei University First Step Korean via
Coursera (2020)

Mandarin Chinese

Intermediate

Hanban Confucius Institute HSK Level I
(HSK 1 级) (2016)

Portuguese

Limited user

Experience

Journalist Contributor

Seoul Therapy

Remote, June 2023 - Present

- Research and write articles about the Korean hip-hop and R&B music industry for non-Korean speakers
- Collaborate with the Seoul Therapy team to ensure that articles align with the overall vision for the publication.

Journalist Contributor

Luxus Legens

Remote, May 2023 - Present

- Crafting engaging content about fashion and luxury.
- Contributing to the development of Luxus Legens' editorial calendar and content strategy.

Retail Associate

Bath & Body Works

Viña del Mar, Chile

November 2022 to February 2023 (4 months)

- I offered exceptional customer service and utilized my in-depth product knowledge to recommend and sell merchandise that fulfilled the customers' requirements.
- I went beyond my personal and team sales goals.

Script Writer

El Pez Conocido Chilean TV Show

Hybrid, Viña del Mar, Chile

July 2022 to February 2023 (7 months)

- Create scripts for a 12-episode season, researching recipes from different culinary traditions and cooking methods to appeal to a diverse audience.
- Work with the production team to ensure the script fits the overall vision and make revisions based on feedback from the team and chef.

Social Media

Crescendo Digital Marketing Agency

Remote, Chile

October 2020 to November 2021 (1 year, 1 month)

- Conducting user research through social media engagement and analyzing feedback to inform social media strategy and content creation.
- Incorporating SEO best practices into content creation and social media strategy.

Catalina Barahona

Journalist and Social Communication Specialist

Courses & Certifications

Influencer Marketing Strategy

Rutgers the State University of New Jersey
(2023)

Creative Writing: Specialization

Wesleyan University
(2023)

Conduct UX Research and Test Early Concepts

Google
(2023)

Human Rights in the 21st Century

Whetu
(2022)

Use Canva to create social media marketing designs

Coursera
(2020)

Use of Google Forms to Analyze User Research Data

Coursera
(2020)

Chinese for Beginners

Pekín University
(2020)

First Step Korean

Yonsei University
(2020)

Skills & Proficiencies

- Taking a collaborative and proactive approach
- SEO, web content writing, and editing
- Conducting thorough research and gaining valuable insights
- Experience using platforms such as Wix, Planoly, Unsplash, Adobe Suite (Pr, Lr, Ig), Google Analytics, Google Trends, CrowdTangle, HypeAuditor, Upfluence.

Experience

Social Media Consultant

Freelance

Remote, Chile

June 2017 to October 2020 (3 years, 4 months)

- Create and curate visually appealing and engaging content for social media platforms.
- Monitor and respond to comments and direct messages on social media, and engage with the audience to increase brand awareness and customer loyalty.

Copywriting Internship

Tridea Agency

Hybrid, Viña del Mar, Chile

August 2019 to October 2019 (3 months)

- Writing and editing social media content for sports brands, including posts, captions, and hashtags.
- Developing advertising copy for sports-related products and services.
- Conduct research and analyze data to inform messaging and improve performance.

Social Media Internship

D'Magazine

Hybrid, Viña del Mar, Chile

June 2019 to August 2019 (3 months)

- Create and curate content for social media platforms such as Instagram and Facebook.
- Monitor and respond to comments and direct messages on social media.
- Analyze social media metrics and adjust strategy accordingly to improve performance.

Internal Communications Internship

SSCC Monjas Francesas

Hybrid, Viña del Mar, Chile

March 2019 to December 2019 (10 months)

- Worked closely with school management to ensure consistent messaging and branding in internal communication.
- Developed and maintained the school's internal communication schedule.