







Andrea FERNANDES

CONTENT CONSULTANT
Journaliste - PR Consultant

CONTACT

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ABOUT ME

I am a responsible, decisive and professional person. I learn quickly and I want the opportunity to put my skills in practice. I love technology: at home, my family or friends consult me when they have technical problems or need a recommendation on gadgets. Also, I love reading, skiing and I am a musician.

LANGUAGES

- SPANISH** • Mother tongue
- ENGLISH** • Fluent
- FRENCH** • Fluent

CERTIFICATES

DIGITAL MARKETING
IAB SPAIN -GOOGLE
2015

WEB ANALYTICS AND SEO
ESCUELA DE ORGANIZACIÓN INDUSTRIAL
2016

DIGITAL PHOTOGRAPHY
EDUMAC
2016

SKILLS

- SEO
- Social Media Strategy
- Resolutive
- Copywriting
- Proofreading
- Translation English/Spanish
- Analytical.
- Editorial Content
- Project management
- Fact-checking
- Wordpress
- Hootsuite
- Organized
- Adobe Creative Cloud

EXPERIENCE

PR CONSULTANT

ESCAL CONSULTING | 2019 - PRESENT

- Communication strategy
- Editorial content writing
- Reporting and analysis in French and English
- Media monitoring (France, UK, Spain)

CONTENT CONSULTANT - EDITOR

FREELANCER | 2015 - 2019

- Edition of internal and external communication material for an online bank tool (Colombia - 2019).
- Editor: content and social media of a lifestyle blog (Venezuela - 2018).
- Editor of an e-commerce blog (Mexico - 2016).
- Collaborator at Wall Street International (Spain - 2015).

CONTENT EDITOR

PRP | APRIL 2017 - MAY 2018

- Publishing editorial content for Microsoft, ScotiaBank, Nestlé, Sodexo, Novartis and others.
- Increased customer satisfaction.
- Localization of English copy to Spanish (Press releases, Tweets, key messages).
- In charge of a team of more than 10 people.
- Strategic planning of communication campaigns.

JOURNALIST

DIARIO ABC | JUNE 2012 - SEPTEMBER 2015

- Publication of the first technology section on ABC.es.
- Coordination and supervision of the material of correspondents and collaborators.
- Correspondent to events and destinations.
- Publication of software reviews and tutorials.

JOURNALIST

EL UNIVERSAL | DECEMBER 2010 - AUGUST 2011
| AUGUST 2008 - MARS 2009

- Publication of reviews and concert chronicles.
- Interviews and reports in Spanish and English.
- I grew up and consolidated in the source of the music.

FORMATION

MASTER, MASTER IN JOURNALISM

UNIVERSITY COMPLUTENSE OF MADRID (UCM) | 2011 - 2012

MAJOR DEGREE IN SOCIAL COMMUNICATIONS

CENTRAL UNIVERSITY OF VENEZUELA (UCV) | 2005 - 2010