

Vera Armus

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EDUCATION

ENEB – Escuela de Negocios Europea de Barcelona

Dual Masters Degree in Digital Marketing and E-Commerce - Innovation and Entrepreneurship

September 2020

CETT – UB – Campus de Turisme, Hoteleria, i Gastronomia

Masters in Touristic Management of Culinary and Gastronomic Cultural Heritage

September 2019

Thesis:

Claremont McKenna College – Claremont, California

May 2018

Bachelor of Arts in Government and Anthropology (Honors)

EXPERIENCE

Barcelona Cheap Eats – Barcelona, Spain

October 2019 – Present

- Curate content, develop relevant material, and participate in videos for BCN Cheap Eats, a YouTube/Instagram Channel and guide that tracks Barcelona's best affordable eats

IDG Gastronomic – Badalona, Cataluña

January 2020–Present

Digital Marketing Intern

- In charge of overseeing the social media profiles, SEO, and email campaigns for Luca Foods, a plant-based meat and dessert line

Restauraniza – Barcelona, Spain

March–June 2019

Creative Communications Intern

Freelance Project Collaborator

September 2019–Present

- Created and curated all of Restauraniza's social media content, including Facebook, Twitter and Instagram; created a weekly publishing schedule; developed the agency's new digital marketing strategy; identified/analyzed key competitors
- Conceptualized numerous agency projects, including an after-school gastronomy program for schools in Barcelona and created their promotional material, including a presentation pamphlet
- Wrote various analytical informs on concept, marketing and strategy, including recommendations for Medusa&Morena restaurant

The CMC Forum – Claremont, California

Fall 2014–Spring 2018

Life Editor

- Oversaw and edited all life section pieces for Claremont McKenna's student-run publication

Staff Writer

- Wrote articles/news pieces, conducted relevant research, and ran a weekly food column

Spoon University – New York, NY

Fall 2015–Spring 2018

Founder and Editorial Director of Claremont Colleges Spoon University Chapter

- Founded Claremont Colleges Chapter of Spoon University, a nation-wide collegiate publication that generates food-related content; Oversaw recruitment and led weekly meetings
- Managed all editorial and photography operations; edited, formatted, and provided feedback to writers in order to publish community-generated content

Uroboros Fellowship – Barcelona, Spain

Summer 2016

Recipient

- Carried out an ethnographic and journalistic research project focusing exploring the impact of Argentinean migration in relation to Barcelona's cuisine and food culture; used interviews, photography and participant observation as main investigation methods
- Culminated in a 45-page ethnography highlighting findings and progression of the project, which was later continued as a senior thesis

Los Angeles Magazine – Los Angeles, CA

Summer 2017

Editorial Intern

- Fact-checked all pieces for September and October issues
- Researched article ideas for the food section, and published an article titled, "The Couple behind République is Serving up Savory Filipino Rice Bowls"

The Infatuation

Summer 2017–Fall 2018

Text Rex Recommender

- Provided restaurant recommendations for The Infatuation's "Text Rex" platform

Elite Private Chefs/MSK Services – Los Angeles, CA

Summer 2017–Spring 2018

Editorial Assistant

- Wrote editorial profiles and resumes for Elite Private Chefs, a chef staffing agency that connects private clients with personal chefs; produced editorial content and oversaw social media for Love Baked Wings restaurant

LANGUAGES AND RELEVANT COURSEWORK

Language: Fluent in English and Spanish; Competent in French

Undergraduate Thesis (Honors): From Parrilla to Pa' amb Tomaquet: Argentine Migrant Identity in Barcelona, Spain; *Master's Thesis:* Street Food en Nueva York y Barcelona: Análisis y descripción de la oferta

Coursework: Strategic and Operative Marketing; Communication and Commercialization in Tourism;

Skills: PowerPoint, Excel, Microsoft Word, Social Media (Facebook, Twitter, Instagram)

