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Communications Specialist with over 10 years of experience in media. Proven track record of expertise in creating compelling content for diverse audiences and in different formats. Demonstrated work in various capacities, including beat journalism, IT content writing and editing, copywriting for product promotion, account management for branding, and implementing SEO and social media content strategies in blogging.

## Experience

JAN '23 - PRESENT

### **B2B Copywriter** | InvGate, Buenos Aires

- Recaps/reviews of their IT podcast Ticket Volume
- Articles about SaaS and ITSM
- Contribute with compelling copies for the promotion of their products.

JUN '22 - SEP '22

### **IT Content Writer and Editor** | InvGate, Buenos Aires

- Wrote PR articles and IT-related articles
- Edited content for social media, website, and blog
- Created communication strategies and copies for LinkedIn.

DEC '21 - MAY '22

### **Account Manager** | Planeta De Redes, Valencia

- Managed a team in charge of the branding of multiple clients
- Conceptualized social media campaigns
- Wrote website copies for the company and its clients.

MAR '18 - JUL '18

### **Blogger/Ghost Writer** | Marketing Agency Corp, Miami, Florida

- Wrote articles in English and Spanish for clients' blogs
- Built the SEO strategy for blog posts
- Designed social media content strategy for blog posts.

JUN '17 - MAY '18

### **Journalist and Editor** | Nuevo Dia C.A

- Reported crime news
- Covered electoral events and protests
- Assigned to report community issues amid the Venezuelan crisis.

FEB '16 - FEB '17

### **Web Journalist** | Radio World Trade Center Valencia, Carabobo

- Covered events at the World Trade Centre for the news website
- Reviewed interviews for the radio station
- Wrote articles about special shows and economics.

AUG '15 - JAN '16

### **Columnist** | Editorial Contrapunto de Venezuela, C.A, Caracas

- Wrote opinion pieces on Venezuela's political crisis from a student perspective.

SEP '14 - MAR '15

### **Journalist Intern** | Editorial Notitarde, C.A, Valencia

- Reported community issues in El Pueblo en la Redacción
- Assisted the Economics Editor
- Provided assistance to other journalists in the newsroom.

JUN '13 - JUN '14

### **Radio Producer** | Lagarto FM, Valencia

- Produced the show "Pantone Radio"
- Managed budgets for advertising guidelines of the radio program
- Conducted interviews and prepared ideas for the script.

APR '13 - JAN '14

### **Writer and Editor** | "Turismo y Recreación 360 Magazine" Grupo Empresarial Chamos C.A, Valencia

- Designed the content strategy for every issue
- Edited articles
- Wrote articles about Venezuelan literature.

FEB '12 - OCT '12

### **Radio Producer** | Union Radio, Valencia

- Produced the show "Agenda Éxitos Valencia"
- Scriptwriting
- Scheduled interviews and developed program ideas for the script.

## **Education**

OCT '20

### **Master of Arts (M.A.) in Journalism, Media and Globalization, Media and Pol**

Aarhus University and the University of Amsterdam, Amsterdam

JAN '16

### **Bachelor's in Social Communication and Journalism**

Universidad Arturo Michelena, Valencia

## Skills

Content Strategy

Public Relations Campaigns

Email Marketing

Copy Editing

Concept Development

Product Research

Copywriting

Editing

## Languages

Spanish

Native

English

Bilingual

## Volunteer Experience

SEP '19 - MAR '20

**Social Media Coordinator** | Taste Before You Waste , Amsterdam

- Managed social media.
- Participated in meetings and helped create new practices.
- Designed social media posts.

MAY '15 - DEC '15

**Communications Officer** | Funcamama, Valencia

- Built blog and SEO strategy.
- Wrote articles of testimonials for the blog.
- Wrote press releases.

## Publications

- <https://kimyanez.com/portfolio-in-english/>
- <https://kimyanez.com/diario-nuevo-dia/>
- <https://kimyanez.com/el-recreo/>
- <https://kimyanez.com/diario-notitarde/>

## Website/Portfolio

<https://kimyanez.com/>