

Claudia Segura Sala

Creative Strategist

Efficiency-driven professional specializing in creativity and strategy. Experience includes 9 years in global agencies and startups, one media outlet, and a film production company, as well as independent brands and cultural institutions. Proficient in directing and developing creative projects in advertising, communication, branding and marketing, with a strong focus on concept and strategy.

EXPERIENCE

FEBRUARY 2024 - CURRENT

Global Communications Lead | eBrands (Helsinki)

Branding, communication, marketing and advertising

Lead the communication of +30 brands at eBrands Brand House. Develop innovative communication **campaigns**, ensuring **brand consistency**, and coordinating efforts globally to effectively convey messages and branding utilizing pioneering **AI LLMs**.

DECEMBER 2022 - CURRENT

Senior Creative Strategist | Freelance (Berlin / Barcelona)

Freelance services in creativity and strategy for startups, agencies, design studios and brands.

Branding strategy, naming and creative concept through Polariza Studio. **Visual communication and marketing consultancy** for Kang Contemporary Gallery's new commercial strategy and 2023 exhibitions. **Social media strategy, copywriting, SEO and content creation** for Dragons Group and Platanomelón.

Clients: Arpías, Platanomelón, Sanofi, Woman's Goal, Gallina Blanca, La Tèxtil BCN, JOVI, ASBAR World Forum

SEPTEMBER 2021 - MAY 2023

Content Manager | PlayGround Brand Studio (Barcelona)

Joined as Senior Copywriter, got promoted to Content Manager for two accounts and to branded content department director.

Responsible of the **social media strategy and content** of two brands through its **annual and monthly content creation plans**. Main tasks included **creative copywriting and storytelling, data analysis and planning**.

Worked together with the **branded content** and **new business** departments in creating and pitching content proposals. **Directed, scripted and edited** larger projects such as **podcasts, YouTube ongoing formats, and short documentaries and formatted them to social media**.

Clients: Affinity Petcare, Nike, HBO max, Levi's, Burger King, Chips Ahoy, Martini...

FEBRUARY 2019 - AUGUST 2021

Marketing & Communication Lead | WindowSight (Barcelona)

Responsible of all communication and marketing, from the development stage to launch 2.0 of the art streaming app and platform.

Designed the **marketing strategy**. **Executed and coordinated PR and media agencies** to implement crossmedia campaigns. Single-handedly designed and created **copy for all marketing communications**, including social media, newsletters, landing pages, blog and SEO articles, in-app notifications, press kits and releases. Assisted in UX research and design and was main **UX writer** for the website, mobile and TV app.

Played a key role in defining the **branding**, including concept and claim, but also the **B2B and B2C business model**, the grounds for **art curation**, and the **artist acquisition** strategies.

NOVEMBER 2015 - JULY 2018

Creative | El Terrat de Produccions SLU (Barcelona)

Started as a trainee, was hired as a junior creative for the branded content department.

Developed **creative strategies** for brands. Created presentations, video-concepts and teasers and pitched them to potential clients. **Original idea, script coordinator, production assistant and video editor** for the Cinergia branded mockumentary. Supported the **TV, Offline and Events** departments, where I worked directly with artists, actors and influencers.

Clients: Naturgy (Gas Natural Fenosa), Red Bull, AGBAR, Ikea, Perrier...

EDUCATION & CERTIFICATES

Bachelors in Media Studies and Audiovisual Communication
University of Barcelona, 2018

LANGUAGES & CERTIFICATES

English (Native) CPE C2
Catalan (Native)
Spanish (Native)
French (Advanced) DELF B2
German (Intermediate) Goethe-Zertifikat A2

SKILLS

Figma, Adobe Creative Suite, Brandwatch, Generative AI (Midjourney, Runway, general LLMs) Wordpress, Shopify, Mailchimp, Klaviyo...

& SOFT SKILLS

Leadership, time and resource management, team player, collaboration and coordination, communication

INTERESTS, PERSONAL PROJECTS & VOLUNTEERING

Generative Art | *Creative Collective*, Founder.

Film | Coach and scriptwriter for independent film "Albada", Programmer for IMPACTE! Festival de Cinema i Drets Humans de Catalunya,

Design | Graphic design for print and digital for Public Institutions

Archaeology | Volunteer at Torre de'n Galmés excavation campaign (Menorca)