



IRATXE OLAIZOLA

Community Manager

27 years.

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Hi! I'm Iratxe Olaizola, a Journalist and Publicist and Public Relations with experience in social media management, content creation and digital strategies for leading brands. Passionate about creative communication, with analytical skills and a results-oriented approach.

I love working in dynamic environments, collaborating with teams and developing customised communication strategies that align with clients' objectives. Passionate about strategic communication and excited to contribute to innovative, cross-functional teams in a consulting environment.

EDUCATION

Master in Social Communication

UPV/EHU Predoctoral Master's
Degree in Social Communication.

2023 October - 2025 June

Advertising and Public Relations

UPV/EHU

2022 September - 2025 march

Journalism

Specialisation in Communication

Management

UPV/EHU

2016 September - 2022 June

COURSES

Community Manager Course (2025)

Digital Marketing Course (2023)

Job Transition Grant (2021)

Intercultural Competences (2021)

LANGUAGES

English

Advanced oral and
written level.

B2 - IELTS

Spanish

Native

Basque

Native

WORK EXPERIENCE

Community Manager | Global Data Media Tech

2024 June - 2024 December

- Managed social media accounts for high-profile clients, including Metro Bilbao and Euskalduna Bilbao.
- Created and implemented social media strategies to increase interaction and brand visibility.
- I wrote engaging content for various platforms, aligning messages with the organisations' objectives.
- I tracked analytics and adjusted strategies to optimise campaign performance.

Community Manager | Cadena SER - Grupo PRISA

2023 June - 2023 September

- I designed promotional materials, including posters and invitations, for marketing campaigns.
- I wrote press releases and developed advertising spots for radio and digital media.
- I assisted in the organisation and evaluation of marketing events, providing data-driven reporting.

Community Manager | Irudigital Digital Marketing Agency

2021 September - 2022 January

- Created content for social media, ensuring alignment with marketing objectives.
- Managed content scheduling through Meta Business Suite, ensuring timely and effective communication.
- I gained knowledge in SEO and digital marketing strategies, applying best practices to improve customer interaction.

Editor | DEIA

2020 June - 2020 September

- I wrote articles for print and online publications, covering a variety of topics.
- I supported the editorial team in gathering news and preparing features.

Broadcaster | Vinilo FM 87.7

2016 September - 2019 June

- I presented radio programmes, including interviews, music segments and live broadcasts.
- I wrote scripts, prepared schedules and produced content for broadcasts.

SKILLS

- Canva
- Photoshop & Gimp
- CapCut
- InDesign
- Procreate
- Strategic communication
- Content creation and writing
- Digital Marketing Tools
- Social Media Management
- Media Relations