



Iratxe Olaizola Vargas

ID: 16095610A | **Work permit:** Spanish | **Date of birth:** 16/12/1997 |

Place of birth: Vitoria-Gasteiz, Spain | **Nationality:** Spanish | **Phone number:**

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WORK EXPERIENCE

01/06/2023 – 30/09/2023 Bilbao, Spain

COMMUNITY MANAGER CADENA SER - GRUPO PRISA

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.

11/06/2024 – 06/12/2024 Bilbao, Spain

COMMUNITY MANAGER GLOBAL DATA MEDIA TECH

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.

01/09/2021 – 31/01/2022

COMMUNITY MANAGER IRUDIGITAL DIGITAL MARKETING AGENCY

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.

01/06/2020 – 30/09/2020 Bilbao, Spain

NEWSPAPER NEWS EDITOR DEIA

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

01/09/2016 – 30/06/2019 Bilbao, Spain

RADIO NEWS EDITOR VINILO FM 87.7

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

01/10/2020 – 31/05/2021 Bilbao, Spain

UNIVERSITY RESEARCH SUPPORT WORKER GAZTESARE IKERKETA

I worked in an internship in the research of a university professor, analyzing the use of Basque in conversations taken from Instagram:

- Analysis of anonymous Instagram conversations
- Analysis of the content and language of the conversations

01/01/2021 – 30/06/2021 Bilbao, Spain

GUIDANCE COUNSELLOR FOR FOREIGN STUDENTS - BUDDY UPV/EHU

I was part of the 'Buddy' project at the university, helping an Erasmus student to find a flat, do her university registration and integrate into both the university and the city as quickly as possible. It was a great experience.

June 2017 – September 2017
June 2018 – September 2018
June 2019 – September 2019

I worked as a waitress at Perran Sands (Cornwall) and Primrose Valley (Scarborough), England, for three consecutive summers. This experience not only allowed me to significantly improve my English skills, but also gave me the opportunity to experience what it's like to live and work outside my comfort zone.

- Improved English proficiency in real work environments.
- Adaptation to multicultural and dynamic contexts.
- Development of communication skills, customer service and conflict resolution.
- Strengthening of autonomy and adaptability abroad.

● **EDUCATION AND TRAINING**

20/10/2023 – CURRENT Bilbao, Spain
MASTER IN SOCIAL COMMUNICATION UPV/HEU

Website <https://www.ehu.eus/es/web/master/master-comunicacion-social> | **Level in EQF** EQF level 7

10/09/2022 – 13/03/2025 Bilbao, Spain
ADVERTISING & PUBLIC RELATIONS UPV/EHU

Website <https://www.ehu.eus/en/web/graduak/bachelor-degree-advertising-and-public-relations> | **Level in EQF** EQF level 6

10/08/2022 – 22/12/2022 Halden, Norway
ADVERTISING & PUBLIC RELATIONS Høgskolen i Østfold

Website <https://www.hiof.no/english/> | **Level in EQF** EQF level 6

15/09/2016 – 15/06/2022 Bilbao, Spain
JOURNALISM UPV/EHU

Website <https://www.ehu.eus/en/web/graduak/bachelor-degree-journalism> | **Level in EQF** EQF level 6

28/02/2025 – 12/03/2025 Bilbao, Spain
COMMUNITY MANAGER Lanbide

Level in EQF EQF level 3

● **LANGUAGE SKILLS**

Mother tongue(s): **SPANISH** | **BASQUE**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Community Manager | Metricool | Adobe (Photoshop, InDesign, Dreamweaver) | Mobil Düzenleme Programları (Capcut, VN, Photoshop Express , Canva, Mojo, Snapseed) | Disegno digitale su Ipad (procreate e sketchbook) | Microsoft Office | Microsoft Word | Microsoft Excel