



**CLAUDIA  
ZARAGOZA RAMOS**

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**CONTACT**

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+34 650 726 329  
[clauzgz34@gmail.com](mailto:clauzgz34@gmail.com)

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**SKILLS**

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Artificial Intelligence  
Creative and Art Direction  
Content Creator  
Brand activation & Rebranding  
Social Media Strategy & Digital Marketing Adobe  
Lightroom, Photoshop, InDesign, Illustrator  
Asian coulture  
Entrepreneurship  
Photography & Ocean lover & Water Sports

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**LANGUAGES**

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ENGLISH - High level  
FRENCH - Bilingual  
SPANISH - Native

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**EDUCATION**

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ELISAVA, SCHOOL OF DESIGN AND ENGINEERING  
Master in Branding  
Barcelona, 2016 – 2017

TOULOUSE BUSINESS SCHOOL  
Bachelor's degree, International Business Administration and Management  
Toulouse, 2012 – 2013, 2014 – 2015

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY  
Bachelor Business and Media, Marketing Communication  
Vancouver, 2013 – 2014

LYCÉE FRANÇAIS DE GAVÀ - BON SOLEIL  
1998 – 2012

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**EXPERIENCE**

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**CHRISTIAN LACROIX** 2022 - 2025  
Head of Communications – Global

- Communication Strategy
- Brand Awareness
- AI Implementation
- Content Management
- Production
- Creative and Art Direction
- Partnership
- Events

**DESIGUAL** 2019 - 2021  
Social Media Manager – Global

- Develop the global (and geos) social media strategy and brand identity, working closely with CRM, Digital and Press.
- Make use of our SMMS, social listening tools & analytics dashboards to produce actionable reporting & insight. (Sprinklr, WGSN)
- Position Desigual as an early adopter & innovator by keeping up trends & new features.
- Maintain a strong relationship with our direct contacts at leading social media platforms such as FB,IG,TW,PT,LK,SP,YT,TK.
- International brand events & activations.
- Conceptualize and implement key initiatives: collaborations, content creation, product launches...
- Managing team of several Community Managers and agencies.

- CAROLINA HERRERA & PURIFICACIÓN GARCÍA - SOCIEDAD TEXTIL LONIA** 2018  
 Social Media Marketing Manager – Global  
 Galicia - Spain  
 -Develop the global (and geos) social media strategy, working closely with CRM, Digital and Press.  
 -Create creative concept working closely with content team.  
 - Ensuring that all postings are of exceptional quality on Instagram, Pinterest, Facebook, Twitter, WeChat, Weibo.  
 -Drive the local implementation at .Europe, America, China, ME.  
 - Make use of our SMMS, social listening tools & analytics dashboards to produce actionable reporting & insight.  
 (Iconosquare, La Guide Noir, MeltWater, Dash Hudson)
  
- PROJECT LOBSTER** 2016- 2017  
 Head of Marketing  
 -Brand Consulting (Investigation, Business Strategy, Brand Strategy, Communication).  
 -Social Media Content Creation  
 -Marketing campaign
  
- MOONSHOT DIGITAL PTE. LTD.** 2015  
 Luxury Digital Marketing Manager - Spain  
 Spain & Singapore  
 I integrated businesses strategies, engagement, connect and convert their social audience and maximize their business' potential on the relevant social media platforms.
  
- YOUNG & RUBICAM GROUP, VINIZIUS**  
 Strategic Planner  
 Global management of the assigned accounts and coordination with the creative team.  
 Activia Fruit Fusion, Actimel, Nocilla, Piara, Vitalinea, Napolitana, Kinder, Tosta Rica, Granja San Francis- co, Costa Croisiere, Haribo, Las 2 Vaquitas, Vita Coco...
  
- MESOESTETIC PHARMA GROUP - B TO B** 2014  
 Assistant Marketing Manager  
 Internship
  
- PHOTOGRAPHER– FREELANCER**  
 - Uterqüe, Massimo Dutti, Pronovias, Desigual, etc.

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