

# Joan Chorro

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Social Media Marketing | Digital Marketing | Content Creation | Video Production | Video Editing |

## EXPERIENCE

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### Social Media Producer & Content Creator

2023 - Present

Pasta Evangelists

- Developing and implementing comprehensive social media strategies to increase brand visibility and engagement across various platforms including Instagram, YouTube, and TikTok.
- Producing compelling visual content, including photography and videography, showcasing the unique products, team, and venues of the company, effectively telling engaging stories that resonate with the target audience.
- Utilising strong video production skills to shoot, edit, and produce captivating video content tailored for various social media formats such as Shorts, Reels, Stories, and TikTok.
- Collaborating closely with the marketing team to conceptualise and execute integrated marketing campaigns that align with overall business objectives and drive brand growth.
- Leveraging analytics tools to track and analyse social media metrics, providing actionable insights to optimise content strategy and improve engagement, reach, and conversion rates.
- Maintaining a deep understanding of social media platforms, staying up to date with algorithm changes, emerging trends, and features to maximise brand visibility and impact.
- Overseeing premium and sponsored brand collaborations to expand the business, enhance brand recognition, and strengthen brand alignment. Brand partners have included: British Airways, Birra Moretti, Sky, Donald Russell.

### Team Leader

2019 - 2023

Benugo

- Overseeing daily operations and leading a team of baristas to ensure exceptional service delivery and customer satisfaction.
- Assigning tasks and responsibilities to team members, delegating duties effectively to maximise productivity and efficiency during peak hours.
- Providing guidance and support to staff, fostering a positive work environment conducive to employee growth and development.
- Monitoring inventory levels and managing stock replenishment to ensure adequate supply of products while minimising waste.
- Handling customer inquiries, complaints, and feedback in a professional and timely manner, striving to resolve issues to the satisfaction of all parties involved.
- Maintaining cleanliness and organisation standards throughout the coffee shop, upholding health, and safety regulations to create a welcoming and hygienic environment.

### Content Producer

2017 - 2018

Global Fusion Studios

- Using professional-grade equipment to capture high-quality images and clear sound, effectively portraying news events and stories while maintaining ethical, aesthetic, and technical standards.
- Providing timely technical support during on-location recording sessions, adapting to non-traditional work hours and evolving project needs.
- Editing raw footage using advanced techniques to create engaging film sequences, focusing on seamless storytelling and keeping the audience engaged.
- Creating visually appealing brand assets for shows, ensuring consistency while incorporating elements of music, culture, and design to resonate with target audiences.
- Building collaborative relationships across departments to deliver multimedia content that exceeds audience expectations and aligns with organisational goals.

## Producer & Assistant Director

2016 - 2017

Television Station 7 Televalencia

- Leading the gallery crew within a dynamic LIVE studio environment, orchestrating production activities to uphold the highest standards across live multi-camera broadcasts and pre-recorded segments.
- Directing crew members to execute productions with precision and excellence, operating a sophisticated vision desk to seamlessly transition between sources while adhering to established show formats.
- Demonstrating autonomy and adept decision-making in addressing unforeseen circumstances or challenges as they arise, ensuring continuity and professionalism throughout production endeavours.
- Collaborating with producers, graphic designers, and other creative and technical personnel to provide valuable input and ensure the seamless integration of creative and technical elements.
- Editing raw footage to curate content for final presentation, meticulously selecting scenes to convey the intended narrative with clarity and impact.
- Reordering and refining content to ensure logical sequencing and smooth transitions, enhancing the overall coherence and flow of the final product.

## EDUCATION

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### IES Henri Matisse | Degree in Film and Television Production

2014 - 2017

- Obtained Certificate as Higher Technician in Production & Filming of Audio-visual Projects and Shows
- *Electives:* Writing for Film and Television, Directing for Theatre, Film and Television, Advanced Video Editing

## SKILLS

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- Proficient in Adobe Creative Suite, including Photoshop, Premiere Pro, and After Effects, for editing and refining multimedia content.
- Expertise in Microsoft Office Suite (Word, Excel, PowerPoint) for tasks such as creating reports, presentations, and managing documents.
- Experience in camera operating and video production, including capturing high-quality footage and understanding technical aspects of camera equipment.
- Creative thinker with a passion for storytelling and visual content creation.
- Excellent communication and collaboration skills, with a proven ability to work effectively in cross-functional teams.
- Detail-oriented with strong organisational and time management abilities.
- Skilled in planning and scheduling content calendars, ensuring consistency and alignment with brand messaging and themes.
- Deep knowledge of social media platforms and emerging trends in social media marketing.