

Blanca Medrano Durban

I'm a passionate and driven Communications Specialist with more than 3 years of considerable experience in external and internal Corporate Communications Management.

I've recently moved from Madrid to Orlando and I'm looking for my next communications opportunity!

Location: Orlando, Florida (34769)

Contact: 863-512-7893

[LinkedIn](#)

blancamedranodurban@gmail.com

SKILLS AND PROFICIENCIES

- Smart working
- Honest
- Communicative
- Funny
- Hard working
- Growth mindset
- Microsoft Office
- Photoshop
- Canva

LANGUAGES

- Spanish (Native)
- English (Fluent)

EDUCATIONAL BACKGROUND

MA in Marketing and E-Commerce

EAE Business School

Madrid, Spain | 2018 - 2019

BA in Journalism

Seville University

Seville, Spain | 2011 - 2015

REFERENCES

Neil Hussey

Communications Manager

Cabot Credit Management

Contact number: +44 7943 882824

WORK HISTORY

Communications Manager

Cabot Financial Spain (Madrid, Spain) | Mar 2021 - Feb 2022

- Manage all the internal communications for over 600 employees in Spain and Portugal (*Intranet, email...*). I worked closely with every department ensuring all their content are shared efficiently and concisely. *I had freedom in the design so the content was clear to read and fun to see!*
- Support the internal communications team at Cabot Financial UK and Ireland. I would say that 60% of my work was in Spanish and 40% in English. I can write in both languages and I am very used to translating documents. *I just love good grammar!*
- Assure a proper representation in virtual and in-person events to increase our brand identity. *Let them see you at events!*
- Ideation of all Cabot Financial content in Social Media, resulting in a 23% engagement increase on LinkedIn within 6 months.

Communications Specialist

Microsoft (Madrid, Spain) | Jan 2020 - Mar 2021

- Responsible for all the internal communications strategies within Spain, including production and management of newsletters, customer cases content, local and global initiatives, employee interviews, virtual workshops, best practices, video editing, translations and CIO presentations.
- Create from scratch a new newsletter for all 700 employees, achieving an average open rate of 75%. *What a champ!*
- Support external communications in writing press releases, articles, web content, social media, events and merchandising.

Communications Specialist

Designit (Madrid, Spain) | Jan 2019 - Jan 2020

- Design the internal communications and marketing content strategies within the Spain office. *I was the first comms specialist in Spain!*
- Introduced and lead the very first newsletter for 200 employees, achieving an increase in employee engagement by a 55%. *Wow!*
- Created brand identity, including distinctive style and tone, for all company communications.
- Composed and disseminated written and visual content via two Social Media channels and one website.

Gap years (*finding myself...*)

Au pair: Exchange Program (San Francisco, CA) | Jan 2016 - Jan 2017

Belgium: Waitress (Brussels, BE) | Sept 2017 - Oct 2018