

DIANA SILVA FRANCO

JOURNALIST – CORPORATE COMMUNICATOR

PERSONAL INFORMATION

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Location: Bilbao – Spain

SUMMARY

As a communications professional, I deliver information in a relevant, compelling, timely manner. I have worked with internal and external clients, developing, creating, and delivering brand-aligned content, establishing relations with key stakeholders, and helping them build a strong identity in all their communication platforms (traditional and digital)

MAIN SKILLS

- Design and implementation of various content strategies (written, digital, video)
- Writing, proofreading and editing
- Team leader
- Public speaking
- Working closely with public authorities, C-level executives and high-profile personalities
- Interviewing, active listening

TECHNICAL SKILLS

- Microsoft Teams
- Zoom, Skype, Meet
- Office Suite; Google Suite
- Wrike, Trello
- Maconomy

LANGUAGES

- Spanish (Native)
- English (C2)
- Portuguese (C2)
- French (A2)

COURSES

- International and Global Relations Specialisation (UCV 2007-2008)
- Negotiation in Peace Operations (CAECOPAZ 2012)
- Strategic Analysis and Risk Management (ESCG 2018)
- Digital Marketing, social media and Mobile Marketing. EUIPO Academy (2020)
- Cross Cultural Communication EUIPO Academy (2021)
- Digital Storytelling University of Houston (2021)

WORK EXPERIENCE

Senior Project Manager

Gopa Com. (Remote) Sept 2021-Sept 2022

- Manage projects of various European institutions and initiatives (DG Connect, European External Action Service, European Social Innovation Competition, DG Employment, DG EAC).
- Lead campaigns, resources allocation, and maintain operations within the budget, while evolving our project management processes and ensuring project completion.
- Manage a team of project coordinators to help them incorporate best practices, flag, and solve potential issues, mentor them in areas such as client interaction, presentations, reporting and finances follow-up.
- Delegate and distribute tasks to achieve positive results for both the client and the team.

Business or sector: Public Relations & Communications

Awareness and Communications Officer

IP Key LA. (Remote) Apr 2018 – Aug 2021

- Content creation (written formats, video production, social media)
- Provide communication advice from the local perspective
- Events communication
- Media relations
- Engage with relevant stakeholders
- Coordinate external agencies and production companies

Business or sector: International cooperation

Account Manager

MarketCrossCompany. (Argentina) May 2015 – Feb 2018

Business or sector: Public Relations & Communications

Corporate Communication Specialist

IMS Internet Media Services. (Argentina) Oct 2013 – Dec 2014

Business or sector: Start-Up, Technology

Public Affairs Officer

Embaixada do Brasil em Venezuela. (Venezuela) Apr 2009 – Apr 2010

- Manage press and cultural activities for the Brazilian Embassy in Venezuela
 - Work with domestic and foreign media to inform them about Brazilian policies and society through the distribution of press releases and other documents, and the organization of news conferences and interviews
 - Work closely with Venezuelan institutions in organizing lectures, seminars, workshops, exhibits, and performances by leading Brazilian and Venezuelan scholars, writers, and artists
- Business or sector: Government, Diplomacy*

EDUCATION AND TRAINING

Bachelor's Degree in Communications and Journalism

Universidad Fermín Toro. Barquisimeto, Venezuela.

- Communication and Journalism basic concepts. Writing, proofreading, and editing skills. Philosophy, ethics, and history classes. Radio, TV and film production basics.

Certifications:

- [Facebook Certified Digital Marketing Associate](#)
- [Google Project Management Specialisation](#)