

## **BEATRIZ CABALLERO MUÑOZ**

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www.beatrizcaballero.com



### **PROFESSIONAL EXPERIENCE**

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#### **Fashion creative copywriter for TOMMY HILFIGER**

Writing, transcription and adaptation of texts for the Spanish market.

#### **Beauty, brides and fashion editor for TELVA.com**

January 2010-April 2014. Content writer and editor. Developing and drafting issues for fashion, lifestyle, travel and beauty channels. Creating photo albums and retouching them with photoshop. Photomontages. Covering fashion runways. Writing reports about street style.

#### **Vblog Beauty Journal for TELVA.com**

January 2012-present. Co-editor for the Vblog `Beauty Journal` of TELVA.com that includes videos and texts on beauty tips.

#### **Art director for 34St. jewelry**

Creation of brand image, logo, picture of parts, catalog and image stores. (Please check portfolio.)

#### **Graphic designer and illustrator for FOSCO**

Autumn/Winter season 2013-14 and Spring/Summer 2014: designing the Weekly Newsletter and visual merchandising for the store. (Please check portfolio.)

#### **Creator of the social media plan in 2013 for `DaWanda`.**

#### **Freelance writer for various medias**

- Occasional contributor for TELVA Collections and TELVA Beauty.
- Beauty articles for the website WOMEN TODAY.

#### **Freelance stylist for NYLON MAGAZINE, Singapore Edition. (Please see portfolio).**

#### **Community Manager for TELVA**

From September 2010 to March 2012: Responsible for keeping up to date, maintaining and promoting the twitter for TELVA, reaching over 150,000 followers.

#### **Freelance graphic designer and illustrator:**

Presently: Website creation and maintenance.

#### **Community Manager and image creator for the brand THE TRENDY SHOW**

September 2011-October 2012: Community Manager (updating blogs, facebook pages and twitters) for the showroom THE TRENDY SHOW.

#### **Editor of Beth Février's blog**

October 2009-present: Blog based on personal inspiration, containing photos, individual artwork and food reviews: [www.bethfevrier.com](http://www.bethfevrier.com)

### **Contributing with the dep. of Communication, Mk and Advertising for NURIA CATERING**

2009: Responsible of drafting and laying out the press, designing and branding, graphic design and advertising banners, recruitment advertising and news writing.

### **Internship at KOELNMESE, SPAIN**

2007: Organizing trade fairs for Cologne, Germany: contacting Spanish clients, assisting them to optimally plan their stay, providing them with the necessary services and databases.

### **Internship at the Advertising Department for KISS FM radio station**

2006: In charge of organizing the programme grid for media agencies, controlling that all nationwide listings are out in due time.

## EXTRACURRICULAR ACTIVITIES

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- Occasional collaborations as a commentator for the program DE IDA Y VUELTA on Radio 5, focusing on fashion trends.
- Contributions in lectures about fashion blogs and social networks. "The way we live", Gijón, June 2012.
- Lecturer at the School of Journalism seminar (Editorial Unit), about fashion, blogs and social networks.

## QUALIFICATIONS

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2013-2014: Graphic design and image design advertising course at the Cice School of Design.

2009-2010: Master Telva Yo Dona in Fashion & Beauty communication.

2008-2009: Master in Communication, PR and Protocol, at ESERP University. Diploma issued by the Rey Juan Carlos University.

2002-2007: Degree in Advertising and Public Relations at San Pablo CEU University (Madrid).

## ADDITIONAL SKILLS

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### **Computer skills:**

Internet design and proficient with design programs of Office Suite: Photoshop, Illustrator, Indesign, Dreamweaver and sound experience in Internet searching tools, social networks and blogs.

### **Courses**

2012: Dreamweaver and html code at Unidad Editorial. (30 hours).

2012: Course on TV presenter and reporter at Unidad Editorial. (25 hours).

2009: Advertising Graphic Design (250 hours) and Web Page Design (250 hours).

2006: Leadership in Negotiation Techniques. Leadership in Personnel recruitment. Leadership in Marketing. Emotional Intelligence in Leadership.

2005: Art and Photography (45 hours) Leadership in Business protocols.

2003: Analogue Photography (45 hours).

### **Languages**

Spanish: mother tongue.

English: Full interprofessional competition.