

# CATALINA BRAND GOMEZ

## Content Research and Social Media Specialist

catabg1410@gmail.com Portfolio LinkedIn Upwork GitHub Remote | Spanish native, English C1

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### PROFILE

Communication professional focused on research-driven digital content, social media packaging, newsletters, and creative production. I turn scattered information into clear briefs, carousel copy, captions, content systems, and publish-ready assets for brands, newsletters, and creators.

### ROLE FIT

- Research, synthesize, and package events, local news, product launches, and creator topics into social-ready content.
- Create bilingual ES/EN content with editorial judgment, clean structure, and a strong eye for audience context.
- Support content calendars, posting workflows, visual assets, thumbnails, and short-form video packaging.
- Use AI-assisted workflows, Notion, Canva, DaVinci Resolve, Perplexity, GitHub, and Google Workspace to move faster without losing quality.

### EXPERIENCE

#### **Freelance Content Strategist** | Editorial, e-commerce, and creator clients 2024 - Present

- Research and structure carousel packages for local newsletter content, including event roundups, local news, restaurant openings, cultural dates, and bilingual posts.
- Create social media copy, captions, concepts, and visual content support for Box Club, an e-commerce brand focused on training shoes.
- Edit videos in DaVinci Resolve and prepare content packaging for a technology-focused YouTube channel, including thumbnails and supporting assets.
- Use AI-assisted research and drafting workflows to organize sources, compare references, and accelerate content production.

#### **Communications and Culture Intern** | Noble Union Jan 2025 - Jul 2025

- Supported internal information management and communication projects tied to organizational culture.
- Helped structure communication strategies, internal materials, and culture-focused content.

#### **Administrative Assistant** | UdeA Cultural Extension May 2023 - Jan 2024

- Supported logistics, research, institutional communications, academic projects, and event coordination.
- Created social media content, copy, forms, and graphic pieces for cultural and academic initiatives.

#### **Community Manager** | @ruateatro Apr 2023 - Nov 2023

- Managed social media content, event logistics, copywriting, and audiovisual records for a cultural project.

#### **Customer Service Team Leader** | Xtendo Group Apr 2021 - Feb 2023

- Supervised service teams for Chile and Peru, handled case resolution, operational follow-up, and agent support.

### SELECTED WORK

- Newsletter carousel packages: Scottsdale events, local news, restaurant openings, and cultural guides.
- Instagram content: Box Club product captions, carousel copy, launch posts, and creative support.
- YouTube content support: technology channel editing, thumbnails, and packaging assistance.
- Academic research: published project in the Universidad de Antioquia digital repository.

### SKILLS AND TOOLS

**Content:** research, synthesis, copywriting, captions, newsletters, carousels, social packaging.

**Operations:** content calendars, workflow organization, follow-through, source tracking.

**Tools:** Canva, DaVinci Resolve, Notion, ChatGPT/Codex, Perplexity, Git/GitHub, MS Office, Google Workspace.

**Languages:** Spanish native, English C1, Italian basic.

### EDUCATION

**Communicator**, Universidad de Antioquia

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