

# CLARISSE UDIAS

FILMMAKING  
DIGITAL MARKETING  
SUSTAINABILITY

*Cinema documentaries, digital universe and sustainability form part of my DNA since the beginning of my professional journey, 15 years ago. I bet on Start-ups, SMEs, ONGs, as well as Public Organizations in their digital transitioning and sustainability, bringing new and innovative perspectives, which offer enriching ideas to generations X, Y and Z*

Contact:



## FORMATION

2020

**iMSM DIGITAL MARKETING - University of Illinois**

Data Analysis, Data Visualization (DataViz), Marketing Analytics, Marketing Performance Measurement And Management, Mobile Marketing, Social Media, Digital Marketing, Planning, Marketing Channel

2015

**Master's degree in Sustainability & Corporate Social Responsibility - UNED**

TFM: "Business Intelligence for measuring Corporate Sustainability"

1999

**Bachelor in Audiovisual Communication - Unversidad de Navarra**

## SKILLS

Video Production	● ● ● ● ●
SEO y content mkt	● ● ● ● ●
Storytelling & Storydoing	● ● ● ● ●
Performance Marketing	● ● ● ● ●
Sustainable Content	● ● ● ● ●

Creative Cloud Adobe	● ● ● ● ●
Microsoft Office Tools	● ● ● ● ●
Tools Social Media	● ● ● ● ●
Tools Analytics	● ● ● ● ●
Tools Data Visualization	● ● ● ● ●

## AWARD

2005

**Journalism and Corporate Social Responsibility & Sustainability**

2º for Diffusion Sport with newspapers Cinco Días, La Vanguardia, Europe Press Agency and CNN+.

## LANGUAGES

<b>Español</b>	C2 Translator	● ● ● ● ●
<b>Français</b>	C2 Alliance Française	● ● ● ● ●
<b>English</b>	C1 currently studying - Professional skills	● ● ● ● ●

## INTERESTS



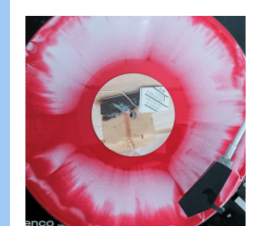
Internet



Environment



Movies



Music



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## STORYTELLER, FILMMAKER & EDITION DOCUMENTALIST Benalmádena Town Hall, Málaga (2021-2022)

"Calligraphy of the Air" is an exciting portrait of the life and work of the award-winning and universal Malaga sculptor Jaime Pimentel. The documentary that covers hundreds of sculptures spread around the world in an artistic trajectory of more than 70 years, is seasoned with an overwhelming personality.

The documentary will open the next Benalmádena Film Festival contest in Benalmádena FICCAB 2022

## COMMUNITY Y CONTENT MANAGER

Mijas Town Hall, Málaga (2019-2020)

Social Media Strategy for social branding of Mijas Town Hall aligned with Millennials and Centennials targets.

- Content editorial calendar creation on social media platforms to manage content and plan specific for timely events campaigns.
  - Script redaction and storytelling conception SEO and UX writing.
  - Maintain the social media activity and other communications materials
    - Design key visuals, prints communication tools, digital tools.
    - Seek opportunities for improvement and suggest new projects

## SOCIAL MEDIA MANAGER STRATEGY

Observatorio de Responsabilidad Social Corporativa, Madrid (2013-2015)

Strategic consultant for Brand content strategy and brand communication

Develop and manage digital communications plans based in SEO for Facebook, Twitter, and Scoop.it

Creation of Editorial calendar, post and manage social communities.

Creating, implementing and measuring the success of digital communications programmes

## COMMUNICATIONS DIRECTOR, DIGITAL MARKETING MANAGER and PRESS OFFICER

PROMOSALONS, Madrid - Paris (2008-2012)

In collaboration with Paris Region Economic Development Agency, Agence Choose Paris Region Communication Director, Content Manager and Press Officer in Spain for 15 International Fairs and Trade Shows.

- Develop plans and budgets for the digital marketing, communications and public relations
  - Manage the marketing online and publicity strategy and budget
  - Producing press releases, display materials and other publications
  - Planning and spokesperson in Press Conferences and other events
- Creating, implementing and measuring the success of digital marketing, communications and publicity
  - Coordinate more than 300 media with regular contact and appropriate response in Madrid, Paris and

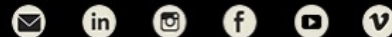
- Achieved all the Communication Objectives set by Management by reaching 2nd position internationally after India



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### 15 Internanional Tradeshows (2008-2012)

- IDEF, Interactive & Digital Entertainment Festival
- SIAL, the biggest Agri-food Trade Fair in the World
- EUROPAIN, The trade show in whole industry of Bakery and Pastry
- ALL4PACK Paris, the international and essential trade show for packaging and logistics
- Maison&Objet and Meuble Paris, the World's Decoration, Design and Lifestyle community
- MCB, Mondial Coiffure Beauté by Beauté Sélection
- MODE CITY, Swimwear show, Lingerie & Resort
- SILMO, The Optical Fair
- TRANSPORTS PUBLICS, European Mobility Expo
- EQUIP´AUTO, International Trade show for Automotive aftersales and Services for mobility
- INTERMAT, the International Trade Show for Construction and Infraestructure
- SIMA, International Exhibition of Solutions & Tecnologies for sustainable Agriculture
- SITEVI, International exhibition of Equipment and know-how for Vine-Wine, Olive and Fruit & Vegetable production

### AUDIOVISUAL TECHNIITIAN

#### Library Arroyo de la Miel - Málaga (2017-2018)

Interviews and Art's Documentaries and videos

### JOURNALIST & PHOTOGRAPHER

#### DIFFUSION SPORT, Barcelona - Madrid (2004-2009)

Brands: Nike, Adidas, Puma, Asics, New Balance, Reebok, Fila, Under Armour, Columbia, Joma, etc...

### FREELANCER:

PRODUCER OF TRAILERS **TELECINCO TV- Madrid (2000)**

COPYWRITER OF TRAILERS **LOCALIA TV y VÍA DIGITAL - Barcelona (2000-2003)**

JOURNALIST **FEDERATION D´ASSOCIATIONS DE JOURNALISTES D´ESPAGNE - FAPE - Madrid (2005)**

VOLUNTEER COMMUNICATION CONSUTANT **UNITED NATIONS - UNDP - Madrid (2006)**

VOLUNTEER DIGITAL TRASITION MENTORING **CIBERVOLUNTARIOS - Málaga (2021)**

VOLUNTEER DIGITAL MARKETING MENTORING **YMCA´s Youth Program (2022)**