

Belén Lucas

Communication Specialist and Content Creator

Berlin and/or remote

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Communication Specialist and Content Creator with background in Cultural Studies, e-Commerce and Design.

EXPERIENCE

icec Communication and Project Management

ICEC (Catalan Institute for Cultural Enterprises) Government of Catalonia in Berlin

Jun. 2019 – Dec. 2023

- International Communication Assistant. Responsible for European promotion of Catalan culture through publications, Social Media and Fair participations.
- Creation of creative and appealing newsletters that generate an impact with Mailchimp.
- Project management and events organisation (Berlinale, dance fair, Gamescom, etc.). Communication between suppliers, artists, companies.



Writer and Content Creator

Berlin Amateurs

May 2018 – 2023

- Writing articles about Berlin's cultural life, travelling and permanent exhibitions and symbolic places.
- Interviews with film directors.
- [Portfolio](#)

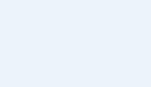


Writer at Deutsche Welle

Deutsche Welle

Feb. 2018 – Jan 2019

- New's writer and video editor.
- Twitter new's edition and reports.
- New's translations from English and German into Spanish.



Marketing Specialist for French and Spanish market

DaWanda GmbH

Sept. 2012 – Jun. 2017

- Preparation of appealing landing pages for seasonal campaigns and newsletters for the French and Spanish markets.
- E-commerce tools mastery such as CSV.
- Responsible for the creation of the DaWanda App at Apple.

EDUCATION



UX/UI-Design

Upgrade Hub

Feb. 2023 – Jul. 2023

- Develop or enhance Responsive Web & App with Figma to ensure the best experience.



Master of Arts – M.A. Roman Cultures

Humboldt Universität zu Berlin

Oct. 2015 – Jun. 2019

- Achieving a strong political, cultural and artistic background in the Spanish, French and Portuguese speaking countries.



Fashion Journalism Course

Càlamo & Cram

Jan. 2019 – Dec. 2019

- Fashion editing and layout fashion page preparation with InDesign tool.



Postgraduate course, German and French translation

Birkbeck University of London

Oct. 2010 – Jul. 2011

- Translation from German and French into English.

REFERENCES

Neus Mèlich

Director ICEC Berlin

Andreas Muth

DaWanda Manager

Maie Escorial

Magazine Director

SOFTWARE

- Figma
- InDesign
- UX/UI Design
- Mailchimp
- Miro
- Canvas
- HTML
- CSS
- Word
- Excel
- Social Media

SOFTS SKILLS

- Empathy
- Team Work
- Communication talent
- Interdisciplinary Team Work
- Autonomous learning and work
- Organisation
- Flexibility
- Very good conflict management

LANGUAGES

- English C1
- German C1
- French C1
- Spanish native
- Portuguese B1
- Catalan native