

# CLÁUDIA FREYDER

Los Angeles, CA

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Authorized to work in the United States

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## PROFILE

Personable, results-driven Communications Professional with 8+ years of experience in public relations, event planning and lead marketing roles, in tandem with a prospective PhD in Audiovisual Communications at Complutense University of Madrid. Possesses a solid foundation in communications, TV & radio hosting, script writing, and content editing demonstrated through experience as a Web TV Host at Apunto Por Producciones. Outstanding communicator and proactive leader, able to work with diverse colleagues to produce value organization wide and deliver results with maximal impact and under budget.

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## CORE COMPETENCIES

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|------------------------------------|-------------------------|-------------------------|
| ▪ Stakeholder Management           | ▪ Organizational Growth | ▪ Account Management    |
| ▪ Digital Marketing & E-Commerce   | ▪ KPI Management        | ▪ Marketing Strategy    |
| ▪ Media Relations & Event Planning | ▪ Project Management    | ▪ Pipeline Management   |
| ▪ Operational Oversight            | ▪ Creative Thinking     | ▪ Relationship Building |

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## PROFESSIONAL EXPERIENCE

### APUNTO POR PRODUCCIONES | MADRID | 2019-2021

#### Web TV Host

- Took initiative to arrange preparations for approximately 10 special programs and guest interviews in between 2019- 2021. Diligently researched and wrote topic material under tight deadlines, ensuring an exceptional appearance experience for guests throughout all efforts.
- Interviewed various personalities including celebrities, artists and renowned professionals. Attentively asked relevant and compelling questions, successfully cultivating strong rapport during interactions.
- Covered events encompassing the Global Gift Gala in Marbella, Filming of a new short movie with Veronica Forquet and the Global Gift Event in Florida Retiro. Concurrently, managed and facilitated the development of an online project.

### OCIO MUSIC SPAIN SL | MADRID | 2019-2021

#### Director of Communication

- Oversaw communications strategy, and in collaboration with marketing team, spearheaded initiatives to promote the artist of 'Lord of the Voices' in Spain, increasing sales volume by approximately 25% and overall audience interest.
- Foresaw potential for enhanced clout, conducted approximately 30 shows, meetings and interviews in the Spanish media, effectively expanding market visibility for the show.

### RADIO TENTACIÓN | MADRID | 2018-2019

#### Program Host – Euphoria

- Employed strong interpersonal skills and hosting expertise to write and offer commentary over music related to Eurovision, providing an engaging experience for listeners and performers alike across tenure.
- Acted as anchor for Radio Tentación and interviewed 19 Eurovision singers, succinctly facilitating productive and fun dialogue to ensure optimal coverage of relevant topics.
- Organized 10 events related to the subject of the show, disseminating content across 4 platforms to maximize viewership.

### TIRABEQUE PRODUCCIONES SL | MADRID | 2019

#### Chief Production Officer

- Directed proactive responsibility over a production team of 30 members. Astutely assigned maximal delegation efforts, ensuring seamless filming procedures throughout term.
- Operated within a dynamic, fast-paced environment, closely liaised with production team and cast members, proactively identifying opportunities to streamline project operations and ensure completion before scheduled deadline.

## SHOWROOMPRIVE | MADRID | 2013-2017

### **Head of Communications, Marketing & PR – Portugal**

- Identified possible pitfalls for fundamental brand misalignment. Orchestrated and implemented marketing plan, campaign design, and primary modes of communication, engraining a brand identity that permeated and transformed relationship building strategy, and overall company policy and image projections.
- Created clipping reports and produced content, synthesizing a consistent engagement across all media channels for 4 years.
- Leveraged proficient multilingual abilities, fostered bilateral communicative channels with more than 100 companies in Spain and Portugal, ensuring robust objective alignment across all dealings.
- Pinpointed approximately 200 potential strategic relationships and partnerships with journalists, bloggers and influencers, subsequently crafting proposals and briefings to produce 8 events.

## EDM RADIO | MADRID | 2013-2016

### **Radio Host & Production Coordinator**

- Produced storylines to engage target audiences by translating raw information into specific radio terminology, increasing the market share from 0.7% to 1.2% in Madrid.
- Scheduled engaging content for target audiences, conducted interviews with more than 20 vocal artists and structured the presentation of music programs, enmeshing efficiency and cohesion across 3 years.
- Oversaw the direction of the production team to deliver high quality content to the listeners.

## **EARLIER EXPERIENCE**

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### ZAPEA TV ONLY FRAME | MADRID | 2013-2015

#### **Tv Host and Reporter**

### CHICXL DIGITAL MAGAZINE | MADRID | 2012-2014

#### **Editor & Presenter**

### INFO RADIO UCM | MADRID | 2012-2013

#### **Radio Host Intern**

## **EDUCATION**

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### **Complutense University of Madrid, Madrid, Spain: 2022 (Candidate)**

#### *PhD in Audiovisual Communication*

- Relevant Coursework: Character Creation, Creative Writing, Audiovisual Narrative, Image and Audiovisual Text Analysis.
- Awards/Honors: Awarded a Yearly Scholarship, and appointed Honorary Collaborator by PhD Director.

### **Complutense University of Madrid, Madrid, Spain: 2015**

#### *Master of Arts, Audiovisual Communication for the Digital Age*

- Relevant Coursework: Creativity Methods, Production, Scriptwriting, Digital Communication, TV Directing.
- Awards/Honors: Awarded a Yearly Scholarship

### **University of Lisbon, Lisbon and Madrid, Portugal: 2014**

#### *Bachelor of Arts, Communications, Marketing, Public Relations*

- Relevant Coursework: Communication, Publicity and PR, Digital Journalism, Marketing, Brand Management, Digital Media, Strategy and Business Management.

## **ADDITIONAL CREDENTIALS**

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<b>TECHNICAL SKILLS</b>	Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher) / Microsoft Visio / Microsoft SharePoint / Google Docs / Google Drive / Google Calendar Google Plus / QuickBooks / Dropbox / Salesforce / Qlikview / Filmora / Final Cut Pro /...
<b>LANGUAGES</b>	Portuguese (Native) / English (Fluent) / Spanish (Fluent)
<b>ORGANIZATIONS</b>	<ul style="list-style-type: none"><li>▪ AIM Portugal, Entertainment Marketing/Celebrity and Influencer Partnership Group, Media Entertainment Professionals.</li></ul>
<b>VOLUNTEERISM</b>	PNR – Volunteer (2017-2019) <ul style="list-style-type: none"><li>▪ Hosted and presented yearly for the two-week long Madrid Film Festival.</li><li>▪ Interviewed actors, directors, screenwriters, and film specialists.</li></ul>
<b>INTERESTS</b>	<ul style="list-style-type: none"><li>▪ Reading, Cinema, Photography, Acoustic Guitar, Theater, Dance.</li></ul>