

JOAQUÍN MINO

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📍 Madrid, Spain

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Creative content producer and digital strategist with 3 years of experience in digital media and advertising. I am driven by my passion for connecting with people through storytelling and creating content that resonates.

Experience

Content Production & Digital Strategy

Leafresh Co. | Madrid

May 2023 - present

- Producing digital brand content and designing digital marketing strategies.
- In charge of planning, execution, and post production responsibilities for content shoots.
- Developing strategic alliances, monitoring digital traffic.

Copywriter

Butragüeño & Bottländer | Madrid

Feb. 2022 - Dec. 2022

- Distilling big ideas into clear, concise, and viable concepts.
- Defining brand positioning, interpretation of marketing initiatives, briefs, and determining target audiences.

PERNOD RICARD, SONY PICTURES, FEDEX, PROSEGUR.

Screenwriter Development Program

Invar Studios | Los Angeles • Remote

Jul. 2021 - Jan. 2022

- Collaborated with international teams in pre-production of films and television series for the Indian market.

Communications Intern

Ministerio de Economía | Quito

Jul. 2021 - Jan. 2022

- Content creation and CRM for the ministry's communication channels across all social media platforms.
- Wrote and produced a digital series to promote a landmark monetary policy reform to the Ecuadorian Central Bank.

Education

Bachelor in Communication & Digital Media

IE University | Madrid

Class of 2020

- Recipient of Academic Excellence Scholarship

Skills

HARD

- Premiere Pro, Illustrator, Photoshop, InDesign, After Effects.
- Video Production & editing, graphic design, copywriting.
- Scripts, Storyboards, Shotlists, Pitch Decks.

SOFT

- Versatile, resourceful and proactive team player.
- Narrative Building, Creative Writing, Public Speaking.

Languages

English | Native

Spanish | Native

French | B1

Film & Media Projects

Executive Producer

Chicken Boy | Vancouver

- Chicken Boy is a short film written and directed by Nicolas Orska currently in post-production.
- Managing fund raising efforts to secure financing.