

JOAQUÍN MINO

🌐 joaquinmino.com

📍 Madrid, Spain

☎ +34 636 283 843

✉ joaquin.mino21@gmail.com

in www.linkedin.com/in/joaquinmino

~ Content Production, Strategy Building, Storytelling, Big Idea Conception ~

Experience

Content Production & Digital Strategy

Leafresh Co. | Madrid

May 2023 - present

- Designing marketing strategies and producing digital brand content.
- Planning, execution, and post production responsibilities for content shoots.
- Developing strategic alliances, monitoring digital traffic

Copywriter

Butragüeno & Bottländer | Madrid

Feb. 2022 - Dec. 2022

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

PERNOD RICARD, PROSEGUR, SONY PICTURES, FEDEX.

Screenwriter Development Program

Invar Studios | Los Angeles • Remote

Jul. 2021 - Jan. 2022

- Collaborated with international writing teams in the development and pre-production stages of films and television series for Indian and global markets.

Communications Intern

Ministerio de Economía | Quito

Jul. 2021 - Jan. 2022

- In charge of content creation and CRM for the ministry's communication channels across all social media platforms.
- Wrote and produced explanatory videos 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.
- Scriptwriting, Storyboards, Shotlists, Pitch Decks.

SOFT

- Versatile, Strategic, Resourceful, Proactive Team Player.
- Storytelling, 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.