

# Irene Ruiz Garrido

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## **Social Media Manager and Content Creator with extensive experience in the arts sector.**

Proven success in managing digital communications and social media accounts for galleries and art organizations and creating campaigns that have led to community, engagement and traffic growth. Solid experience in Public Relations, fostering positive relationships between art organizations and media. Enjoys creative storytelling and uses excellent communication skills to produce engaging written and visual content for different platforms.

## **WORK EXPERIENCE**

### **Social Media & Content Manager – FREELANCE** (*September 2019 - Present*)

#### **Social Media & Content Manager – ARTIMBARC**, London (*May 2019 – September 2019*)

#### **Social Media Executive – ARTIMBARC**, London (*January 2019 – April 2019*)

- Managed social media profiles and developed editorial calendars leading to a growth in communities, awareness and traffic.
- In charge of planning and creating written and audio content for the app, including blog posts and exhibition audio guides and tours.
- Monitored social media results using analytic tools.

Achievements: increased Instagram following by 110% and Twitter impressions by 255%.

### **Arts Social Media Manager & PR Executive - FREELANCE** (*April 2017 – December 2018*)

Social media manager and PR executive for clients in the art sector (contemporary art galleries and fairs).

- Developed and managed social media strategies which led to significant growth in followers, awareness and traffic.
- Devised and created content for the clients' blog, web, newsletter and social media.
- Planned and implemented PR strategies, developed information kits for media (press releases etc.); sought placements in media and managed media inquiries.
- Fostered positive relationships with journalists.

Achievements: as a Social Media Manager for art fair Marte, increased Instagram following by 136%, engagement by 496% and Facebook engagement by 130%. As a PR executive I secured media placements in Spanish and international print and online publications.

### **Arts PR Assistant - SCOTT AND CO**, London (*November 2016 – February 2017*)

Clients included: Frieze Art Fair, Thomas Dane Gallery, BALTIC, House of Voltaire, Stephen Friedman Gallery, White Rainbow Gallery, Chatsworth, Pamela Joyner.

Supported the Arts team in:

- Elaborating Public Relations strategies and press campaigns; gathering news coverage.
- Building and maintaining media contacts databases and distributing information.
- Researching and creating content and developing social media strategies.

### **Intern at the press office - THYSSEN-BORNEMISZA MUSEUM** – Madrid (*June - September 2013*)

- Assisted the press office in developing press materials, writing content, and helping in press conferences and press views.

## **EDUCATION**

**Double degree in Journalism and Audiovisual Communication, bilingual (Spanish and English)** - Universidad San Pablo CEU – Madrid (2009 – 2015)

**Erasmus program** - Hogeschool Inholland Den Haag - The Hague (September 2012 – January 2013)

Course in **Marketing, Strategies and Social Media in the Art World** - Sotheby's Institute of Art – London (January – March 2019)

**Digital PR Academy** - ADECEC – Madrid (May - July 2016)

Program focused on Digital Public Relations. Studied online reputation management, crisis management, influencer marketing, SEO, social media planning and transmedia storytelling.

## **LANGUAGES**

- Spanish - Native speaker
- English - Highly proficient in spoken and written English
  - Cambridge Certificate in Advanced English (Grade B)
- French - Basic conversational

## **COMPUTER SKILLS**

Video Editing (Final Cut Pro, Sony Vegas), Design and layout (Photoshop, QuarkXPress), WordPress, Microsoft Office.

Social Media: Twitter Analytics, Facebook Insights, Hootsuite, Buffer, Planoly, Later, etc.

## **OTHER INTERESTS / MEMBERSHIPS**

- Member of **Marguerite**, members club for women working in the visual arts - London (March 2019 – Present)
- Founder of [The Art Renamer](#), blog and Instagram account about contemporary art.
- Scout leader at the scout group Everest 194 - Madrid (2010-2016)
  - Coordinated a team of leaders and organized camps and activities for children.
- Personal interests besides art include trekking, indoor climbing, reading and creating analog collages.