



Multimedia Journalist. Estrategias 360, Branding and Digitalization. Corporate reputation management: Brand, Marketing on-off, CSR, PR, crisis management and Media relations. Digital product development and Commercial Strategy. **IE Alumni** (Alumni number 1 Dircom 2014).



Executive Program of *Top Management and Communication Direction* at IE Business School (Alumni Number 1 - 2014).



➤ Master in *Comm. Management as a Marketing Area*.
➤ *Communications & Journalism Degree*.
Complutense University of Madrid.

Sonia Aparicio Moreno

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About me

www.soniaaparcio.com/about >



I am passionate about Brand Strategy, Teamwork, the challenge of inventing and creating in a world saturated with information and content where, despite what it's said, not everything is invented. The Digital World is my passion since, in 2000, I joined the founding team of elmundo.es. There I learned and grew up professionally at the same time as the Internet grew and developed. What I've done since then it's picked up in www.soniaaparcio.com/publicaciones.

Awards

Director, coordinator and editor of special reports awarded with:

- ✓ Award of Excellence SND34 Best of Digital Design 2012.
- ✓ Rey de España International Digital Journalism Award, 2011.
- ✓ Women's Institute Against Gender-based Violence 2004.

Professional experience

Oct 2019 - Now:

Senior Advisor at Señor Lobo & Friends.

- Senior consultant: Corporate Communication and crisis management.

Feb 2017 - Sept 2019

Brand and Media Director at Metro de Madrid.

- Corporate reputation management: Brand Strategy, Marketing on-off, CSR, spokesperson training, crisis management, PR and Media relations.
- 360 integration of on-off communication and development of different narrative formats for all the corporate channels.
- Strategy for information and customer service in real time (web, app & Social Media).
- **Centennial Metro de Madrid strategic project Director.** Design, development and execution of the action and communication strategy for the different stakeholders: more than 100 activities, exhibitions and events with high participation, media impact and historical results of reputational image indicators (annual surveys).

July 2015 - Sept 2016 **Branded Content Director at El Español (www.elespanol.com).**

- Definition and implementation of the Branded & Native Advertising Department Strategy for the online newspaper launch.
- Project management and contact with customers and suppliers.
- Production and development of more than 60 Branded Content campaigns: new narratives, multimedia editorial production (video, infographics, texts, photography, blogs, design and development, SEO) and distribution and publishing strategies in social networks: Social Media listening and conversation.

Jan 2014 - July 2015 **Innovation and Strategy Consultant.**

PRODIGIOSO VOLCÁN

- Branded online Content Chief for **Fundación Telefónica**.
- Digital projects for **Media in Spain and LATAM**.
- New Digital Strategy for **Cadena Ser**.

EIG ENERGY & INFORMATION GROUP

- Editorial 360 Strategy definition for the magazine **Cambio16** relaunch.

LICEO EUROPEO and COLEGIO ESTUDIANTES LAS TABLAS

- Communications advisor and Social Media Strategy.

Jan 2002 - Oct 2013 **Special Reports Chief Editor at www.elmundo.es (UNIDAD EDITORIAL).**

Planning and coordination of designers, writers, programmers and contributors for the elaboration of content, multimedia pieces, blogs and surveys.

Also in this period:

- Jan 2010 - Dec 2012 Arts and Entertainment Chief Editor at **www.elmundo.es**, dedicated to the cultural guide for the Madrid region.
- Jan 2008 - Dec 2009 Arts Chief Editor at **www.elmundo.es**.

April 2000 - Jan 2002 **Breaking News writer at www.elmundo.es (UNIDAD EDITORIAL).**