



# AURA RANGEL

CREATIVE CONTENT  
PRODUCER

## ABOUT ME

I create bold, story-driven content that doesn't just grab attention—it earns it. My focus is on shaping narratives that sound like you, not a template, helping brands speak with clarity, purpose, and personality. The result? Messages that resonate, stick, and spark real connection

## SKILLS

- Copywriting ●●●●●●
- AI Tools ●●●●●●
- Videography ●●●●●●
- Screenwriting ●●●●●●
- Motion Graphics ●●●●●●
- Illustrator ●●●●●●
- Photoshop ●●●●●●
- Wordpress ●●●●●●
- Adobe Premiere ●●●●●●

## LANGUAGES

- English - Bilingual
- Spanish - Native
- German - Beginner

## CONTACT

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## EDUCATION

### UNIVERSIDAD COMPLUTENSE DE MADRID

2018 - 2019 | Masters Degree in Communication for Digital Media.

### MONTEÁVILA UNIVERSITY

2009-2014 | Bachelors degree in Communications - Cum laude

## EXPERIENCE

- 2026 **DIA, IE UNIVERSITY, SKODA, SOLÁN DE CABRAS, BRANDCROPS.**  
CREATIVE CONTENT PRODUCER
  - As a creative freelancer I create content and campaigns—covering copywriting for websites, social media, and articles, as well as shooting and editing visual content for brands.
- 2023 **SECUOYA STUDIOS**  
2022 **SCREENWRITER AND VIDEO EDITOR**
  - Editor and screenwriter in a documentary series for **El País Digital**.
- 2021 **DENTSU CREATIVE**  
CREATIVE VIDEO EDITOR
  - Creative video production and editing tailored for social media with experience working on projects for brands like Orange and others.
- 2020 **OGILVY AND MATHER**  
CREATIVE ASSISTANT
  - Creative, editor and assistant director for commercials and social media content for brands such as Coca Cola, Philadelphia and Cruzcampo.
- 2019 **UNIVERSIDAD POLITÉCNICA MADRID**  
CONTENT CREATOR
  - Content creator in a short documentary series for UPM (Youtube and socials)
- 2017 **TRAPICHE FILMS**  
CREATIVE CONTENT PRODUCER
  - Content producer, screenwriter, and strategist specializing in short-form storytelling, and branded digital content.
- 2014 **PLOP CONTENIDO**  
COPYWRITER
  - Worked closely with high-profile clients such as Pepsi and HBO to develop content that aligned with their marketing objectives and brand voice
- 2016 **COM ACADEMY IEB LLC.**  
2015 **SEO CREATIVE WRITER**
  - Developed engaging, SEO-optimized content for various websites and blogs across diverse industries.