

# JAVIER GARCÍA-VILLARACO

## Social Media Specialist

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📍 Berlin



## EDUCATION

### B.S. Media and Communication

Universidad Complutense de Madrid

📅 2004 - 2010 📍 Madrid

## EXPERIENCE

### Social Media Specialist

Transparency International

📅 10/2016 - Ongoing 📍 Berlin, Germany

Transparency International (TI) is the global civil society organization leading the fight against corruption. My main role is to coordinate the social media strategy development and execution across TI-S social media channels for community growth, engagement, advocacy and content sharing. I also:

- Creation of content plans for all social media channels
- Plan and execute social media and display advertising campaigns, measuring and reporting on performance against goals
- Analysis of social media impact with tools to track effectiveness
- Advise TI departments and chapters on social media tactics
- Lead on the social media coverage of our main conference IACC
- Content creation: Graphic Design & Video Edition for social media
- Coordination of the video production

### Senior Social Media Manager

foodpanda

📅 09/2013 - 09/2016 📍 Berlin, Germany  
🌐 <https://www.foodpanda.com/>

foodpanda (now foodora) was the leading group of online food ordering platforms active in over 30 countries through different brands. During this time I was promoted to Senior Social Media Manager and my main tasks included:

- Supervising and training local offices on social strategies and giving them support regarding best practices and new ways to engage the customers
- Reviewing local content plans
- Conceptualize and plan both Online and Offline campaigns
- Management of global social media campaigns for awareness and fan generation
- Establishing partnerships with influencers

## LANGUAGES

### Spanish

Native



### English

Proficient



### German / French

Intermediate



## TECHNICAL

### Photoshop



### Premiere Pro



### Wordpress



## SKILLS

### Social Media

Social Media Strategy

Paid Social

Community Management

Falcon.io

Content Creation

Event Coverage

### Other

TV & Film Production