



Irene de Hoz

Atero

Internal Communication / People & Culture

Madrid, Spain

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Links

[LinkedIn](#)

Languages

Catalan

English

French

Spanish

About

I have 4 years of communication experience, 2 of them specialized in internal communication. My job is to create the best working environment for the employees. As an internal communicator I can give people the knowledge of what is going on in their company and make sure the company values are set into place. I have the opportunity of working with many departments and connecting with different people within the company, whilst developing my creativity.

BRANDS WORKED WITH

Business SaaS Sector

Disueño Comunicación

Peidró Comunicación, Catering & Beauty Sector

Tequila Works, Videogaming Sector

Vegueta Ediciones, Publishing Sector

Experience

● **Sleepers**

Business SaaS Sector | Jan 2021 - Now

- Writing for the intranet; creation and layout of the internal newsletter; creation of the LinkedIn Life page.
- Staff education on internal communication.
- Organization of corporate events for the Group and local teambuildings.
- Creation of the yearly editorial agenda.
- Budget management and maintenance of the office stock.
- Collaboration with different departments of the international Group.

● **Community Manager**

Vegueta Ediciones, Publishing Sector | Jan 2020 - Apr 2020

- Development of the social media plan in collaboration with the editorial department.
- Management of Facebook, Twitter and Instagram profiles.
- Customer service through these channels.

● **Internal Communication & Office Manager**

Tequila Works, Videogaming Sector | Jan 2020 - Jan 2021

- (12 months) Tequila Works, Videogaming Sector
- Drafting, layout and distribution of the internal newsletter.
- Copywriting of corporate documents: wellcome pack, employee handbook, etc.
- Organization of corporate events.
- Management of the e-store.
- Negotiating with suppliers.
- Customer service via different channels (phone, email & in person).
- Document management.

● **Junior Account Executive**

Peidró Comunicación, Catering & Beauty Sector | Jan 2019 - Jan 2020

- Preparation of briefings, press releases and articles for launches, events, press conferences or interviews with the media and the general public,
- Crisis management: preparation of a preventive plan for COVID-19 and negotiation with the media.
- Influencer marketing and social media management: LinkedIn, Facebook, Twitter and Instagram.
- Event planning.

● **Editorial Agent**

Disueño Comunicación | Jan 2017 - Jan 2019

(26 months)

