



Bernarda Carranza

Multimedia journalist

I am a multimedia journalist and photographer based in Quito, Ecuador. I am currently the International PR and Content Executive at Metropolitan Touring. I write about travel, culture and food. In photography, I am interested in documentary photography.

Contact

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Education

2021

Erasmus Mundus M.A. Journalism, Media and Globalization

Aarhus University (Denmark) & University of Hamburg (Germany)

2016

B.A. Multimedia Journalism

Universidad San Francisco de Quito (Ecuador)

2013-2014

Journalism (study abroad)

University of Laverne (USA)

Skills

- Writing, translating, copywriting
- Photography + Video
- Adobe Lightroom, Photoshop + Premiere
- Wordpress
- Microsoft Office

Language

Spanish - mother tongue

English - full bilingual proficiency

German - B1 level

Experience

○ 2024 - present

Metropolitan Touring | Quito, Ecuador

International PR + Content Executive

In addition to my responsibilities as a Content Producer, I have taken on the role of International PR at Metropolitan Touring. This includes coordinating and managing international press trips, acting as a spokesperson for the company, and applying for international awards on behalf of Metropolitan Touring.

○ 2022 - 2023

Metropolitan Touring | Quito, Ecuador

Content Producer

As a Content Producer for the Branding & Innovation team, I was part of the development of a fresh communication strategy for the company's land tours. My responsibilities included writing articles, social media copies, taglines and translations. Additionally, I conceptualized and launched two new newsletters targeting our B2B audience, and contributed to audiovisual productions through photography and videography.

○ 2021-2022

Quito, Ecuador

Freelance journalist

I reported and wrote articles on travel, culture and environment. Frequent contributor to Ñan Magazine. Social media, copywriting, and video scriptwriting. Additionally, I coordinated travel logistics and production.

○ 2019-2020

Statista | Hamburg, Germany

Research Assistant

Research Assistant for the Latin American Editorial, Research, and Investigation department. I researched reliable information, numerical data, and relevant sources on Latin American and Caribbean markets. I produced editorial and journalistic content on crime, corruption, femicides, gender, and covid pandemic, as well as consumer goods, agriculture, e-commerce, and technology.

○ 2019

EU-LAC Foundation | Hamburg, Germany

Communications Intern

Created daily content for social media, managed the Foundation's official Facebook and Twitter accounts, and kept the website updated. Proofread and translated articles for the Foundation's newsletter. Additionally, I assisted in the logistics and coordination of the "Youth and Citizenship in the EU, Latin America, and the Caribbean" Seminar.

○ 2016-2018

Ñan Magazine | Quito, Ecuador

Writer and editor