

Judith Morales Del Barco

Journalist - Social Media and Content Specialist

Argentinian

Ciudad de Buenos Aires, Argentina

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moralesdelbarco.com

Bachelor in Journalism and Communications, M.A in International Studies candidate. More than 10 years of experience developing and curating content for both niche and broad audiences.

OVERVIEW

- Vast experience working with online news coverage in top tier National outlets with international politics, domestic affairs, science, tech, and entertainment.
- Extensive experience in Social Media: content planning, creation, curation, reporting, and community growth.
- Highly adaptable to different environments and workflows. Autonomous and driven but always a team player.
- Analytical profile, oriented to measuring performance in real-time and periodically to take strategic decisions.
- Creative insights. Content creation, copywriting and scripywriting for different audiences, topics and platforms.

EDUCATION AND LANGUAGES

- M.A in International Studies. Pending thesis. Universidad Torcuato Di Tella (2019- 2021)
- Courses in Linguistics, Science Communication and Politics, University of Manchester (2015-2016)
- Teacher Certification in Journalism and Communications, Universidad del Salvador (2014-2016)
- Bachelor's Degree in Journalism and Communications, Universidad del Salvador (2010-2016)
- High School Graduate Specialised in Social Sciences and Education, Instituto Cristo Redentor (2009)
- Languages: English (bilingual), Spanish (native)

PROFESSIONAL EXPERIENCE

BUENOS AIRES HERALD

Main news source for the English-speaking community

Social Media Strategist

Buenos Aires, Argentina

Apr 2023 - Present

- Social Media identity building after relaunching the Buenos Aires Herald.
- Publication of daily updates for each platform.
- Newsroom scope expanded to SEO recommendation and best practices.
- Biweekly column: 'Digital culture roundup' exploring the reason behind the latest trending topics.
- Columnist for the Buenos Aires Herald Radio Show, Radio One 103.7
- Skills: newsroom collaboration, social-video editing on CapCut, monitoring and interpreting of SEO, social and web metrics.

EL DESTAPE

Top 5 media outlets in Argentina

Head of Social Media

(2 years, 3 months)

Buenos Aires, Argentina

Sep 2021 - Dec 2023

- Team coordination for El Destape Radio and El Destape Web: total of 15 people including social media journalists, filmmakers, content creators, and graphic designers.
- Communication project coordination with different areas in the newsroom: editorial, marketing, streaming.
- Optimization of headlines and images for Social Media.
- Social Media strategies for each channel.
- Identity redesign for both El Destape profiles on Instagram.
- Script Editing for Social Media videos.
- Achievements: +30% reach on Facebook, +1K new followers on Instagram per week, +12% growth on TikTok.

UNIVISION

Biggest Spanish speaking media outlet

ICFJ Fellow

(2 months)

Miami, United States

Sep 2022 - Nov 2022

- Part of the Emerging Media Leaders Program.
- Work for 21 local markets.
- Social Media and digital content for Spanish speaking audiences in the US, including video, articles and scriptwriting.
- Audience research project.
- Skills: fast adaptation, work with multiple projects simultaneously, resourcefulness.

LA RAZÓN / EL INFORMADOR

Broad audience media outlets in Mexico

Independent Consultant

(2 months)

Mexico - Remote
Sep 2021 - Nov 2021

- Content and SEO advisor from weekly analytics report for La Razón de México. Weekly meetings with journalists.
- Social Media Consultant for El Informador de Jalisco with the goal to improve brand communication and reach.

CLARIN.COM

Most important news outlet in Argentina and leader in Latin America

Social Media Coordinator

(2 years, 2 months)

Buenos Aires, Argentina

Jan 2021 - Aug 2021

- Social Media team coordination for Community Managers, Filmmaker and Designer.
- Daily editorial meetings: insights and angle proposals to perform better on Social Media.
- Creation of special reports for editors with suggestions to improve performance.
- Contact with service providers and media representatives: Echobox, YouTube, Botmaker, Flowics, and Facebook.
- Social media updates.

Social Media Analyst

Jun 2019 - Dec 2020

- Copywriting on Twitter, Facebook and Instagram with focus on increasing social traffic and better engagement.
- Creation and curation of content in international politics, domestic affairs, science and entertainment.
- Video production and scriptwriting for social media.
- Monitoring of results and key indicators. Collaboration in monthly reports within Social Media. Creation of special reports for editors with suggestions to improve performance.
- Achievements: relaunch of Telegram channel for political news, #En15Segundos on Instagram stories for +1M followers community, TikTok format experimentation and launch (reached 3K followers in 2 months).
- Tools: Chartbeat, CrowdTangle, Google Analytics, Botmaker, Echobox, Tweetdeck, Flowics, Canva.

UNIVERSIDAD DEL SALVADOR

Higher education institution

Lecturer & Researcher

(2 years, 9 months)

Pilar, Argentina

Oct 2016 - Jun 2019

- Lecturer for courses in news writing, foundations of journalism and investigative journalism.
- Lecturer in charge for a new curriculum for the subject Multimedia Journalism in 2018.
- Participated in research of Argentine online news consumption, in collaboration with 3 mainstream newspapers: Clarin.com, La Gaceta de Tucumán and La Mañana de Neuquén.
- Tools: Chartbeat, Wordpress, YouTube, Audacity.

EJES DE COMUNICACIÓN

Leading national company in media monitoring and audit

Media Analyst

(7 months)

Buenos Aires, Argentina

Sept 2017 - Mar 2018

- Quantitative analysis of media impact and qualitative interpretation of the data collected for state agencies.
- Tools: Microsoft Excel, Microsoft PowerPoint, Google Drive.

LA ESE

Political advertising and propaganda agency

Community Manager

(10 months)

Buenos Aires, Argentina

Sept 2014 - Jun 2015

- Daily analysis of international news focused on Latin America and the Middle East. Social media updates.

LA NACIÓN

Leading national newspaper with more than 150 years of history

Intern

(1 year, 6 months)

Vicente López, Argentina

Dec 2012 - Jul 2014

- Updates of the print edition for lanacion.com, reporting to the editor about the latest changes. Multimedia support.

ADDITIONAL INFORMATION

- Journalism in Hostile Terrains. (2022, CAECOPAZ)
- Web design and Programming course at Coder House. (2017, Argentina)
- Co-facilitator at Mozfest 2015. "Hacking for journalists / Journalism for hackers". <https://bit.ly/3fCowII>
- Interests and hobbies: architecture, fitness, coffee, and travel.