

Iratxe Olaizola

Communication · Community management · AI-powered content

Getxo, Basque Country · Driving licence B

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PROFILE

Journalist and advertising graduate with experience at an agency, as a freelancer and at a city council in Sweden. I create social media strategies and content (photo, video, copy and design), manage communities and analyse metrics. I organised an AI Game Jam for teenagers from scratch and secured SEK 10,800 in funding. My PhD research is on AI in communication, and I use AI every day to create content.

EXPERIENCE

Night Receptionist

Jul 2026 – Sep 2026

ICEHOTEL, Jukkasjärvi (Sweden)

- Welcomed guests from all over the world in English: check-in, check-out and advice on activities.
- Handled requests and incidents independently on night shifts, coordinating with other departments.

Communications & Social Media

Sep 2025 – Jul 2026

FUZED youth centre, Borås City Council (Sweden) · European Solidarity Corps

- Built the centre's strategy, content calendar and visual identity from scratch: 600 Instagram followers with zero ad spend.
- Photo, short video for Reels and Stories (CapCut), posters and signage for the venue.
- Ran two accounts at once: the centre's and ung.boras (summer 2026).
- Organised a 12-hour AI Game Jam for 13 to 19-year-olds, with a full campaign and SEK 10,800 from sponsors.

Community Manager

Jun 2024 – Dec 2024

Global Data Media Tech (agency), Bilbao

- Social media for clients such as Metro Bilbao and Euskalduna Conference Centre: planning, content and scheduling.
- Community management, metrics analysis and client reporting.

Freelance Community Manager

2023 – 2024

Centro Estética Thais, Getxo

- Launched the brand's Instagram: visual identity, photo and video content, and scheduling.

Marketing Intern

Jun 2023 – Sep 2023

Cadena SER (PRISA), Bilbao

- Promotional materials, email marketing with Mailchimp, press releases and event support.

EARLIER EXPERIENCE

2021 – 2022 **Irudigital** (agency) · social media and SEO

2020 **Deia** · newspaper reporting and editing

2017 – 2020 **ViniloFM** · Geure Geurean: contributor and presenter

2017 – 2019 **Bourne Leisure** (England) · hospitality, three summers

SKILLS

Social media strategy
Content calendars
Short video: Reels, TikTok, Stories
Copywriting and storytelling
Community management
Metrics and reporting
Event organisation
Graphic design

TOOLS

Canva, CapCut, Procreate, Meta Business Suite, Metricool, Hootsuite, Mailchimp, Adobe Photoshop, Illustrator and InDesign, Google Analytics, WordPress

GENERATIVE AI

Scripts, copy, images and video editing. PhD at UPV/EHU on AI and communication.

LANGUAGES

Spanish	Native
Basque	Native · C1
English	B2 · C1 exam Dec
Swedish	A2

EDUCATION

PhD candidate, Communication

UPV/EHU · in progress · AI · part-time

MA Social Communication

UPV/EHU · 2025

BA Advertising & PR

UPV/EHU · 2025 · Erasmus+ Norway

BA Journalism

UPV/EHU · 2022

COURSES

University micro-credential: AI for content creation and community managers

UPV/EHU · 2026

Community manager: tools, analytics and reporting

Lanbide · 2025 · 100 h

Basics of C programming

42 Urduliz · 2023 – 2025