

IRATXE OLAIZOLA

Community Manager | Social Media Specialist | Digital Marketing

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Bilbao / Sweden

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PROFESSIONAL SUMMARY

Community Manager and Social Media Specialist with a strong background in digital marketing and event management. Currently gaining hands-on experience in the esports sector at FUZED (Sweden), managing community engagement for youth aged 13-19 and implementing a healthy gaming methodology. Expert in SEO, SEM, and content creation with a proven track record of increasing brand visibility. International profile, currently based in Sweden, and highly motivated to contribute to the future of BC Game Esports.

References available upon request.

WORK EXPERIENCE

European Solidarity Corps Volunteer – Borås

Sep 2025 – Sep 2026

- I work in gaming Community Management. Facilitating the daily operations of a specialized esports center, successfully implementing the '15 min movement + 90 min gaming' methodology for youth aged 13-19.
- I also work in youth engagement. Driving community participation and fostering a healthy, inclusive gaming environment through dynamic engagement strategies.
- Digital Marketing & Content. I have developed social media strategies to increase the visibility of the center within the local esports and wellbeing ecosystem.
- I have organized a game jam and got sponsorships. Currently leading the end-to-end organization of a local Game Jam as a key summer project. Successfully secured external sponsorships, managed stakeholder relationships, and defined the event's creative and competitive structure.

Community Manager – Global Data Media Tech

Bilbao, Spain | Jun 2024 – Dec 2024

- Managed social media accounts for high-profile clients including Metro Bilbao and Euskalduna Bilbao increasing follower growth and engagement.
- Created content aligned with marketing objectives across multiple platforms
- Analysed performance using analytics tools and optimised campaigns
- Developed and implemented social media strategies, increasing engagement and online visibility

Community Manager – Cadena SER (Grupo PRISA)

Bilbao, Spain | Jun 2023 – Sep 2023

- Designed promotional materials for marketing campaigns
- Wrote press releases and advertising content for radio and digital media
- Supported event organisation and performance analysis

Community Manager – Irudigital Digital Marketing Agency

Sep 2021 – Jan 2022

- Created social media content aligned with marketing strategies
- Managed scheduling using Meta Business Suite
- Applied SEO and digital marketing strategies to improve engagement

Newspaper News Editor – Deia

Bilbao, Spain | Jun 2020 – Sep 2020

- Wrote articles for print and online media
- Supported editorial processes and content development

EDUCATION

Master in Social Communication

University of the Basque Country (UPV/EHU)

Bachelor in Advertising and Public Relations

University of the Basque Country (UPV/EHU)

Bachelor in Journalism

University of the Basque Country (UPV/EHU)

Exchange Programme – Advertising and PR

Østfold University College, Norway

CERTIFICATIONS

- Artificial Intelligence for Community Managers – UPV/EHU
- Community Manager Course – Lanbide

LANGUAGES

- Spanish – Native
- Basque – Native
- English – C1
- Swedish – A2 (currently learning and improving)

SKILLS

- Social Media Management
- Content Creation
- SEO
- SEM
- Google Ads
- Google Analytics
- Meta Ads
- Copywriting
- Digital Marketing Strategy
- Metricool
- Video Editing (CapCut & Edits)

DRIVING LICENSE

Category B