VALERIA JARAMILLO WEISSON

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Eligible to sign internship agreement via IE University

PROFESSIONAL SUMMARY

Writer and creative direction graduate with experience in editorial writing, brand strategy, and visual storytelling. Currently specializing in Luxury Fashion & FMCGs, with an interest in editorial, communications, and creative roles within luxury.

EDUCATION

IE BUSINESS SCHOOL Madrid, Spain **September 2025-July 2026**

Master's in Creative Direction, Content & Branding

• Relevant subjects include Entertainment & Media Production, Photography & Video Production, Media Content Cycle.

• Specialization: Luxury Fashion & FMCGs (in progress)

IE UNIVERSITY Madrid, Spain **September 2021-July 2025**

Bachelor's in International Relations

• Relevant subjects include Project Management and Crisis Communication.

PROFESSIONAL EXPERIENCE

LUXURIATE LIFE MAGAZINE Remote **January 2025-May 2025**

Editorial Intern

• Authored 11 travel and lifestyle articles by researching trends and collaborating with editors, strengthening the magazine's editorial content offering.

• Edited and developed long-form lifestyle content using storytelling and audience-focused writing techniques to improve reader engagement.

• Collaborated with the editorial team to produce content aligned with luxury lifestyle and travel media standards.

THE STORK Madrid, Spain **October 2022-March 2024**

Lifestyle Writer

• Produced 28 original lifestyle and campus-related articles by combining research, interviewing, and SEO writing techniques to increase readership and strengthen digital engagement.

• Conducted interviews and researched topics related to student life, culture, and events to create audience-focused editorial content.

• Covered multiple university events and workshops, translating key insights into engaging written stories for the IE community.

IEU SEGOVIA BOOK CLUB Segovia, Spain **September 2022-May 2023**

President & Social Media Manager

• Organized monthly literary events and workshops for the IEU Segovia Book Club.

• Managed communication across Instagram and IE Connects to promote events and strengthen the club's digital presence.

LANGUAGES

Spanish (native) | **English** (advanced)

TECHNICAL SKILLS

Microsoft Word | Canva | CapCut | WordPress

OTHER INFORMATION

• **INSIDE LVMH Certificate | Creation & Branding, Retail & Client Experience**: Overview of luxury brand creation, client experience strategy, and retail excellence across LVMH maisons. (2025)

• **IE Challenge:** Designed and facilitated innovation workshops for an enterprise client, using human-centered and lean methods to develop recommendations. (2023).

• **Digital Identity with Impact Based on Diversity and Purpose:** Seminar mentored by Yolanda Diaz Villarrubia. (2023).

• **Trends and Strategies in The Art Business:** Seminar taught by Iciar Sanchez-Mangas Coarasa (2022).