

# Ronald Norori



## KEY INFORMATION

**Address** Hamburg, Germany.

**E-mail** ronald@norori.com

**Website** norori.com

**Date of birth** 01/11/1992 | **Nationality** Honduran | **Work Permit** German Settlement Permit (Niederlassungserlaubnis)

## WORK EXPERIENCE

Aug 2019 - Present

### **Social Media Specialist** – InnoGames GmbH – Hamburg, Germany

Full-time position leading the coordination of the social media presence of all our live games and corporate channels, shaping the external identity of our company. Tasks include the production and editing of videos, creation and revision of content calendars and management of our social media team.

The role puts me in charge of bringing our social media and corporate identity initiatives to life through project and team management, photography, audiovisual production, graphic design, copywriting, social monitoring and reporting on effectiveness of strategy. Knowledge of the social media landscape, Adobe software, content development and creative writing are fundamental.

August 2019 - Present

### **Digital Media Consultant** – Freelance

Freelance work for clients all around the world, supporting them with projects related to web design, copywriting, audio-visual production, and social media.

September 2017 –  
March 2018

### **Corporate Communications** NXP Semiconductors GmbH – Hamburg, Germany

Part-time position as a Working Student, supporting the External and Internal Communications Team of NXP in Hamburg. Tasks included editorial work for PR and agenda setting measures: press releases, Q&As and executive briefings.

Skilful knowledge of graphic design tools like Adobe Photoshop and Illustrator, editorial writing, CMS management (WordPress and SharePoint) and project management were required on a daily basis.

September 2015 –  
September 2016

### **Web Developer & Office Assistant** – International Cultural Youth Exchange – Berlin, Germany

Part-time position as International Exchange Volunteer. During the year-long programme I created a brand-new website for the international branch of the organization, this task required expertise managing WordPress and understanding web programming languages like HTML, JavaScript and CSS.

Other assignments included editorial design of the organization's newsletter, elaboration of presentations, data analytics, PR and routine clerical and administrative functions such as answering correspondence and issuing certificates and insurances for our partners.

April 2014 –  
June 2015

### **Community Manager** – 4am Saatchi & Saatchi – Tegucigalpa, Honduras

Full-time position as Community Manager for brands of the AB InBev transnational beverage and brewing company. I had full responsibility over the digital presence of the soft-drink Tropical and the beer Barena.

The position required the simultaneous coordination and management of campaign work for various brands, the creation of cutting-edge digital strategies and graphic materials and the analysis and benchmarking of digital marketing efforts, included paid media on different platforms.

November 2011 –  
January 2013

### **Graphic Editor** – Laureate International Universities – Tegucigalpa, Honduras

Part-time position supporting the Graphic, Editorial and Creative Team of the world's biggest network of private universities. Daily, I designed promotional and campaign materials for different universities of our network. I also managed internal and external communication newsletters and assisted in the handing of the company's websites and social media.

## EDUCATION AND TRAINING

- October 2016 – March 2018 **Master of Leadership in the Creative Industries**  
**Darmstadt University of Applied Sciences** Darmstadt, Germany.
- Program focused on Digital Media and the development on new inter-media approaches using high-end technology. Courses focused on Innovation, New Technologies, Multimedia, Design and User Experience. Final Grade: 1,9 ("Gut")
- January 2010 – July 2014 **Bachelor of Communication and Advertising with a minor in Audiovisual Production**  
**Central American Technological University (UNITEC)** Tegucigalpa, Honduras.
- Multimedia program with high focus on practical skills and real-life work experiences. It developed a broad range of areas, like graphic-design, commercial writing, conceptualization, marketing, analytics, audio and video production and accounting. Final Grade: 1,9 ("Gut")
- Graduated November 2009 **High School Diploma Graduate in Science and Arts**  
**Instituto Salesiano San Miguel** Tegucigalpa, Honduras.
- High School Diploma with focus on Science and Arts, equivalent to German "Gymnasium".

## LANGUAGE SKILLS

Mother tongue Spanish

Other languages	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
TOEFL iBT: 108/120					
German	A2	A2	A2	A2	A2
Hamburger Volkshochschule Level A2.2					

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient use

## COMPETENCIES & SKILLS

- Software Adobe: Lightroom, Illustrator, Photoshop, Premiere, After Effects and Dreamweaver – Microsoft Office Suite  
 Google Docs – AgoraPuse – Facebook SparkAR
- Programming Languages ActionScript 2 & 3 – Elemental knowledge of HTML, PHP, Python, JavaScript and Processing 2
- Content Management Systems Proficient knowledge of WordPress, WooCommerce and SharePoint
- Fields of Experience Social Media – Photography – Video Production – Web Design – Corporate Communications

## FURTHER INFORMATION

- Portfolio [norori.com](http://norori.com)
- LinkedIn [norori.com/LinkedIn](http://norori.com/LinkedIn)