

DANIELA MORALES

Content Director - Digital & Transmedia Communication

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SUMMARY

I focus on transforming brand purpose into deep human connections. My approach combines creative strategy with a genuine sensitivity for people, finding the why behind every project to give it a voice that truly means something in the world. I believe every brand has a story worth telling, and I use communication and advertising to make it happen.

WORK EXPERIENCE

Copywriter, AWA Agency

April 2025 - Present

- Adapt global communication for Porsche, Dior, and MINI to the Ecuadorian market.
- Design core brand messages for diverse account portfolios.
- Direct content strategy for specialized local brands to ensure market differentiation.

Communications & Content Director, Nómada Events

Nov 2023 - Mar 2025

- Fully developed the brand and created the communication and public relations strategy.
- Grew from 0 to 45k followers on social media and 19k users on the platform.
- Positioned the brand as a cultural hub in the local scene.

Content and Digital Communication Director, Become Scalable

August 2022 - Feb 2025

- Develop strategies to position the founder's personal brand and promote corporate brand startup acceleration programs.
- Direct and execute the strategy for organic, paid, and educational content.
- Apply startup methodologies to optimize content with rapid iterations.

Content Management and Creative Writing Graduate Intern, BBA

March 2023 - June 2023

- Implemented transmedia strategies in the creation of content plans and influencer marketing.

Junior Corporate Communications Program, LLYC

February 2022 - August 2022

- Built strategic relationships with media to position spokespersons and brands in editorial spaces.
- Created innovative content strategies to make press releases more engaging.

Content and Public Relations Manager, Waykana USA

April 2021 - December 2021

- I leveraged trends to introduce an ancestral product to the North American market.
- I generated authentic user-generated content and built an active community around the product.
- I advanced from intern to manager by implementing multichannel content strategies

Independent Communication and Content Consultant

August 2019 - Present

- Cosmedic: Grew the brand's following to 80k through a unique wellness content strategy.
- Nadora: Developed a simple and consistent social media strategy to facilitate buying process.
- Later Media: Moderated the digital forum on trends and content strategies.
- NGOs: Implemented modern communication strategies to promote public health programs.
- Durca: Refined the "Viva la Vida" positioning, connecting terroir chocolate to the human tension of postponing pleasure.

PRESENTATIONS AND PUBLICATIONS

Female Creative Directors: The New Face of the Advertising Industry - ITI	Mar 2025
"An idea that transformed into the app that's changing how we discover events in Quito" - OnData Magazine	Sept 2024
Speaker, Transmedia Communication Workshop - TURI Cine Festival	July 2024
Transmedia Content Plan for a sustainable fashion NGO	Oct 2023

EDUCATION

Master's Degree in Transmedia Communication and Content Management

Universidad Internacional de La Rioja

- Zoila Ugarte Academic Excellence Scholarship
- Extraordinary End-of-Degree Award

Bachelor's Degree in Corporate Communication

Universidad de Las Américas

- Dean's List Academic Excellence Group

Continuing Education and Certifications

- Web Congress 2026
 - Digital Strategy, SEO, and Community Management
 - Emotional Intelligence and Leadership
 - Etiquette, Protocol, and Event Planning
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SKILLS

- **Languages:** Fluent in English and Spanish, both written and spoken.
- **Areas of Expertise:** Copywriting, content creation, social media management, marketing platforms, influencer marketing, public relations, Basic Facebook Ads, basic design and editing skills.
- **Work Skills:** Very organized, project management, strategic planning, remote work, leadership, and team management.