



ANNA TOLEDO RODRÍGUEZ

Community & Social Media Manager | Audiovisual Producer

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Driver License

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PROFESSIONAL PROFILE

Comprehensive creative with an innate organizational capacity. Specialist in transforming concepts into viral narratives and managing complex productions. My background in **Audiovisual Communication**, combined with +8 years of **responsibility in crisis management**, allows me to lead projects where technical precision and strategic vision are non-negotiable.

KEY MILESTONE

- **Viral Impact:** Content strategy and creation on Instagram with a reach of **+3.3 million views**.
- **High-Level Production:** Production Assistant for **Lia Kali's** music video "Dame Tiempo" (Sibil-la3).
- **End-to-End Direction:** Scriptwriting, directing, and production management for the short film "Trick", coordinating a crew of **+30 people**.

SELECTED EXPERIENCE

Community Manager | Healthcare & Wellness Sector | 2024 - 2025

- End-to-end content production (scripting, shooting, and editing) for *Instagram* and *TikTok*.
- Paid Media campaign management (*Meta, TikTok, Spotify*) based on KPIs and ROI optimization.
- Successful viral content generation, with projects exceeding 3.3 million views, achieving an organic growth of over a thousand followers within the first 24 hours.
- Mentoring junior profiles and workflow management via CRM and *Slack*.

Community Builder & Content Lead | Enter Coliving | 2024

- 360° management of digital channels and on-site visual identity creation in Barcelona.
- Strategic copywriting for Email Marketing campaigns (*Brevo/Zoho*).
- Planning and production of corporate events and external vendor management.

Customer Experience Agent & Train Operator Transports Metropolitans de Barcelona | 2018 - 2026

- Crisis management and immediate technical/human incident resolution within the Barcelona Metro network.
- Leadership in technical team training and critical decision-making under pressure.

AUDIOVISUAL & DIGITAL PROJECTS

Audiovisual Producer | *Vivir del Propósito* Podcast (Geniotipo Foundation)

- Technical launch of the first season: comprehensive recording, editing, and post-production.
- Micro-content strategy creation (Reels/Shorts) to maximize social media engagement.

Audiovisual Director & Producer | *Cortometraje Trick*

- Creative and executive leadership of the project (Scriptwriting, Direction, and Production Management).
- Coordination of a technical crew of +30 people and end-to-end logistics and budget management.

Production Manager | *Palomas* Music Video by Kâiros

- Comprehensive shooting planning and on-set resource management, ensuring compliance with the production plan under strict schedules.

Production Assistant | *Dame Tiempo* Music Video by Lia Kali (Sibil-la3)

- Logistic and pre-production support for a high-impact project with +567k organic views on YouTube, ensuring operational efficiency in a highly demanding professional shoot.

EDUCATION

Universitat Pompeu Fabra (Bachelor's Degree Audiovisual Communication)

ADDITIONAL COURSES

Helsinki University (IA course)
Google (Digital Marketing)

TECH STACK

Adobe Suite, DaVinci Resolve, Capcut, Generative IA & Workflow Automation.

MARKETING & DATA

Meta Suite, Google Ads, SEO/SEM, Zoho, Brevo, Metricool, Canva, Mailchimp, SharePoint, SAP.

LANGUAGES

- Spanish / Catalan: Native.
- English: Advanced level (Professional Proficiency).
- French: Basic-Intermediate.
- German: Basic notions.
- Euskera: Initial level.