

## PROFESSIONAL PROFILE

Creative content strategist and copywriter specialized in branded content, transmedia storytelling, TV and immersive user-centered content UX and storytelling (XR/VR/AR/Metaverse).

## KEY SKILLS AND TASKS PERFORMED

- In-depth knowledge of **creating, developing, writing and supervising branded content transmedia digital user-centered campaigns and communication strategies to achieve client's objectives.**
- **Large experience leading content teams** working for various platforms; included AR, XR, VR and Metaverse projects.
- **Passionate on writing, UX and storytelling design with a deep sense of the importance of creating empathy and mimesis in the audience** using the power of storytelling in a persuasive, creative and human way.
- **Experience designing targeted campaigns** working with product and operational teams that consider market analysis, customer feedback, metrics and usability findings.
- **Trend analysis, risks and benefits in communication to create efficient content strategies.**
- **Trademarks branding and rebranding.** Optimization and development of its communication throughout scalable strategies.
- **Experience leading teams:** mentoring, supporting and encouraging the team to push boundaries to achieve key results. Excellent communication skills that help establish and maintain cordial and synergic relations to keep growing projects with staff, external associates and clients.
- **Great ability to generate new ideas,** analyze problems and **develop quick and effective solutions** sharing ideas and new information **that enables the whole team to enhance its craft in a creative, professional and respectful environment.**

## LANGUAGES

- **Spanish** mother tongue.
- **English** professional competency.
- **Catalan** mother tongue.
- **Italian** mother tongue.
- **French** elementary.

## EDUCATION

- **Degree on Cinema and Audiovisual media specialized in scriptwriting, content and storytelling.** Universidad de Barcelona, ESCAC, 1998-2002.
- **Degree on English Studies: language, literature and culture.** Universidad Nacional Educación a Distancia| In progress.
- **Master Course in screenwriting and realization.** Escuela Internacional de Cine de San Antonio de los Baños|Cuba, 2003.
- **Musical Studies Medium Grade and Piano Medium Grade.** Liceu Barcelona, 1998.

## COMPLEMENTARY EDUCATION

- **Transmedia Content Days.** Fundación Telefónica |Transmedia Lab| Madrid, 2012.
- **Game Theory.** Stanford University, U.S.A |"Game Theory"| On-line, 2012.
- **Fantasy and Science Fiction: The Human Mind, Our Modern World.** University of Michigan, U.S.A | On-line, 2012.
- **Writing TV series.** Facultad CC de la Información Universidad CJC Madrid, 2009.
- **Writing humour in Spain.** Facultad CC de la Información Universidad CJC | Madrid, 2010.
- **"Pilot" courses on screenwriting TV series .** EU MEDIA Program | Sitges, 1999- 2003.
- **Curso de Realización TV.** Salesianos Carabanchel | Madrid, 2009.



# ANGELICA PORTAÑA

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**\*Available references upon request**

# WORK EXPERIENCE

## XR/AR/VR/METaverse

### Content Department Director at La Frontera VR and La Frontera Science Lab Madrid, 2017- 2022

- **Creation, design, writing and testing immersive, gamified and interactive content and storytelling (VR/AR/XR) for promotional and communication events to achieve delightful and compelling user experience.**
- **B2B and B2C immersive campaigns for healthcare, banking, retail, education, entertainment and charity.**
- **Management experience** of a large and diverse team interacting and coworking with product and marketing teams.
- **Branding and rebranding content design and strategy** to implement narrative, interactive and immersive ecosystems as VR and Metaverse in a **compelling content strategy user-centered.**
- **Creative content project management and creative teams management**, leading content teams while developing content and communication strategies **in line of client's brand guidelines.**
- **Write, test and optimize copy for various platforms and tools** responding to project's milestones and goals.
- **Dealing with clients and suppliers in all stages of the project:** presentation and pitching, creation, development, execution and customer service.

**Clients:** Telefónica, Meta, Movistar+, Editorial Planeta, Ford, Vía Célere, Atresmedia, Zeppelin, El Cañonazo Transmedia, Somos, Openbank, Efímero, Pull&Bear, Primark, Tommy Hilfiger, Calvin Klein, Tommy Hilfiger, Lancôme, Roche Laboratories, Novartis, Hospital Universitario La Princesa, GSK Laboratories, Hospital Universitario La Paz, Ipsen Laboratories, AstraZeneca, Amref Flying Doctors, Ethicon (Johnson & Johnson), AECC, Arcadia, Hospital Universitario La Paz, Daiichi-Sankyo laboratories, Insparya.

#### Sample of projects:

- **Content Director and writer** in the narrative, gamified and multiplayer promotional experience in VR for the anime TV series “**Virtual Hero**” broadcasted on Movistar+. (**Premiere at the Sitges International Fantastic Cinema Festival**). **Case of study:** <https://youtu.be/sxytIK7j-nl?t=2814>
- **Content Director and writer and UX designer** in the VR experience “**Barro y Oro**” created for the promotion of S2 “**La Peste**” S2 TV series broadcasted by Movistar+. **Case of study:** <https://www.youtube.com/watch?v=UPEtbqti08>
- **Content Director, project, narrative, UX design, game design and copywriting** in “**Rehab VR**”. First motor and cognitive rehabilitation program in VR for MS patients at hospital, home and 5G platform. Project done in conjunction with Roche Laboratories, Hospital Universitario La Princesa and Telefónica. Currently under clinical trial. **Further info in the Study Protocol published by Frontiers in Neurology:** <https://www.frontiersin.org/articles/10.3389/fneur.2020.00900/full>
- **Content Director, narrative design, UX experience design and copywriting** in “**Gaia VR**” project made with AECC (Spanish Association Against Cancer), **Hospital de Navarra** and **Fundació La Caixa**. The project aim is to relax and distract patients and family members during chemotherapy perfusion and psycho-oncologists sessions taking the user to an incredible delightful travel to explore planets beyond our galaxy where they are the protagonists of relaxing and impressive adventures narrated as tales and as realising exercises. Currently under clinical trial. **Further info:** <https://www.diariodenavarra.es/noticias/navarra/2021/10/26/asociacion-el-cancer-disena-gafas-realidad-virtual-pacientes-oncologicos-navarra-505312-300.html>
- **Content Director, user-centered narrative and UX design** in **La Frontera VR Metaverse Platform**. Project developed in conjunction with product, marketing and operational teams of **La Frontera VR** and **clients**. Content design, narrative mise-in-scène, copys and interaction mechanics design for several projects. (Roche, GSK, Novartis, Daiichi-Sankyo). **Case of study:** <https://www.facebook.com/watch/?v=1221470091523084>
- **Immerive narrative and interaction design, of VR and AR** in the science book “**Viaje interior por el cuerpo humano**” published by **Editorial Planeta**. **Case of study:** <https://www.fantasymundo.com/espasa-publica-hoy-un-viaje-alucinante-al-interior-del-cuerpo-humano-con-realidad-virtual-y-aumentada/>
- **Content Director and writer** of the interactive and immersive documentary in VR for **Amref-Flying Doctors** “**Through my eyes: a documentary against female genital mutilation**” (**Premiere at San Sebastián Cinema and Human Rights Festival**). **Further info:** <https://masdecultura.com/digital/realidad-virtual-para-sumergirte-en-africa/>



# BRANDED CONTENT

## Creative Content Director in Research and Development Department at Secuoya Nexus

Enminúscula/Secuoya Nexus | Grupo de Comunicación Secuoya|Madrid, 2013-2017

**Clients:** *Orange, Bankia, Acciona, Banco Santander, Repsol, Once, MSD, Roche, Ford, Inditex, UE Commission, EfeAgro, Mindshare/Mediacom, Globally, Atresmedia, TVE, JCDecaux, Cosentino, TEN Televisión, LMVH, Mazda, Cosentino, Moulinex, Rowenta, among others.*

- Creative content team management, content and writing direction, coordination, execution and supervision in all stages of projects.
- Branded content transmedia and corporate campaigns design, digital content strategy design, TV formats and digital formats design.
- Chief narrative, storytelling writing (screenplays, claims, copys) reviewing materials, testing content.
- Creation, negotiation and dialogue with clients and teams in all phases of the projects.
- Branding and rebranding strategy and content design working together with content team, marketing team, production team and clients.

### Sample of projects:

- Chief Creative Content Director and writer of webseries “Los Cuco” for Moulinex (10% product selling increase positioning Cuisine Companion (Cuco) as sales leader in its product segment in 2015. + 500% suscription increase in Moulinex YouTube channel, +73% suscriptions increase in the webpage Club Cocina Moulinex. + 3,5 million unique user viewers. **Case of study:** <https://www.youtube.com/watch?v=qiPgHiE7yss>
- Awards:** Best Creativity in Brand Content, Best Effectiveness in Advertising Series, Best Creativity in Advertising Video, Best Creativity in Advertising Campaign and Best Innovation in Branded Content at SaludFestival 2018.
- TV formats creation as “Urbanitas por el campo” broadcasted in TVE ( <https://www.rtve.es/play/videos/urbanitas-por-el-campo/> . Reissued six times in two years, audiences above the network average), “Escuela de Campeones”( <http://www.enminuscula.es/proyecto/escuela-de-campeones-2014/> ), “Urbex”, etc.
- 360° communication campaigns as “Cosentino Madrid City” ( <https://www.youtube.com/watch?v=1F2Egc-62es> ), “Viajeras con B” ( <https://viajerosconb.com/viajeras-con-b/> ), TM Inmobiliaria among others.
- Chief Creative Director, rebranding strategy and digital formats creation, supervision and execution of Bankia Digital Internal Journal during its public and internal crisis.
- Spots Chief Creative Content Director for Mazda, Enchufados.com, Rowenta, etc.

## Creative Director on a transmedia marketing campaign to release the film “Las ovejas no pierden el tren”

Morena Films , Broadcasted on TVE and released in Cosmo web, Madrid, 2012-13

- Branded content transmedia campaign design leading creative and technical team.
- Actor’s direction, screenplays writing and supervision.
- Project strategy and architecture creation.
- Box office record in in the Spanish release.

## Creative Director in a Social Activism Campaign

“Mi casa es como las demás”| Akna Producciones and Change. org. Madrid, 2012

## Screenwriter in TV documentary “Campeonato nacional de ski náutico y Open Internacional de Ski Náutico”

Scope producciones | Broadcasted on Teledporte and Eurosport | Madrid, 2010

Client: *Federación Española de Ski Náutico.*

## Screenwriter in TV documentary “Inventando el futuro”

Motor- Life, S.L | Broadcasted on Canal Historia España and Portugal | Madrid, 2010

Client: *Citroën Spain.*

## Screenwriter on sex educational film for educational school campaign “Habla con ellos”

Escándalo Films| Laboratorios Farmacéuticos Siglo XXI, Barcelona, 2005.

Client: *Laboratorios Farmacéuticos S.XXI.*

## Content Creative and copywriter at Wendy and Rita Magazine.

Grupo BPM|Barcelona 2004-2006

Clients: *Levi’s, Montana, Nike, etc.*

Best young artist price in BAC 2004- CCCB ( <http://www.cccb.org/en/exhibitions/file/bac-04-the-skin/212687> )

# TELEVISION

## TV formats creation

**Factual format creation: “Las rutas Capone”.**  
Tiro Producciones | Broadcasted in La2, RTVE, Madrid, 2017

**Entertainment format writing and creation: “Urbanitas por el Campo”, “Grandes obras, grandes proyectos”.** Documentary series creative director and writer: “Cosentino C-Squared”, “Urbex”.  
**Documentary writer, director and producer “Escuela de Campeones”, etc.**  
Grupo Secuoya | TVE, TEN Televisión, and other TV and digital channels | Madrid, 2013-2017

**Animation series creation “Noches de Insomnio” and “Mundo o no”.**  
B.R.B Internacional | Madrid, 2011-2012

**Sitcom creation and development  
“Hogar, dulce hogar”.**  
PNN, S.L | Madrid, 2008

**Sitcom creation and writing “3x2 Parejología”.**  
Miramón Mendi | Broadcasted on Telecinco, Madrid, 2010

## TV content and writing

**Prime time humour TV show writer. “El pueblo más divertido”.**  
Cuarzo Producciones | Broadcasted on TVE | Madrid, 2012-13

**Writer S1 “3X2 Parejología”**  
Miramón Mendi | Broadcasted on Telecinco | Madrid, 2011

**Travel TV Show writer “Latinos en Europa”**  
Butaca Film | Broadcasted on Butaca Latina | Madrid, 2010-2011

**Writer “Telecinco 20 years TV Gala Ceremony”**  
Gestmusic- Endemol | Broadcasted on Telecinco | Barcelona, 2010

**Prime Time humour entertainment show writer “La Escobilla Nacional”**  
Minoría Absoluta | Broadcasted on Antena 3 | Barcelona, 2009-2010

**Daily humour TV show “TV Nius”.**  
Intereconomía | Broadcasted on Intereconomía | Madrid, 2010

**Saturday Prime Time Entertainment show “Noche Sensacional”. Humor sketches writer.**  
Miramón Mendi | Broadcasted on Canal 9, Canal Sur, Canal Castilla-La Mancha, TeleAragón | Madrid 2008-2009

**Writer S4 and S5 daily humour TV series “Escenas de Matrimonio”.**  
Miramón Mendi | Broadcasted on Telecinco | Madrid 2008-2009

## TEACHING AND SPEAKER EXPERIENCE

- **Brand Content Course Teacher in “Master di Marketing, comunicazione e social media”.** Ateneo Impresa, Roma, Italia, 2012
- **Transmedia Content and Narrative Conference Speaker “Oportunidades y Nuevas Perspectivas en el sector audiovisual”.** Adecco Audiovisual y APPA, Academia de las Ciencias y de las Artes Cinematográficas, Madrid, 2013
- **Branded Content Teacher “Curso de Marketing Cinematográfico”.** Arte GB y Centuria Films, Madrid, 2016
- **Content Coordination Manager and Teacher in “Curso Creativo de Branded Content”.** Arte GB y Centuria Films, Madrid, 2016
- **Creative Content Design Speaker at “European VR Days Lustrum Edition”.** Amsterdam VR Days, Amsterdam, 2019