Paolo Morán

Digital Content and Communications Strategist · Strategic Communication · Digital Marketing

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PROFILE

Digital content and communications strategist with 7+ years of experience across the public sector, agencies, fintech and digital media. First Digital Content Coordinator at El Salvador's Court of Accounts, the national audit institution: I lead 6 platforms and a team of 3, and have delivered 30+ informational and educational campaigns. Storyteller: one of my video stories passed one million organic views. I complement content strategy with paid media on Meta Ads, Google Ads, YouTube and TikTok. Master's degree in Strategic Marketing and Digital Communication; advanced English.

KEY ACHIEVEMENTS

1M+ organic views on a video story	**30+** communication campaigns across 6 platforms	**11×** more views after redesigning a public service campaign	**982K** views on an institutional video on Instagram	**4** training sessions at the Government Ethics Tribunal

EXPERIENCE

Digital Content Coordinator · Court of Accounts of the Republic of El Salvador — Feb 2024 – Present

- First digital content coordinator at the institution: designed and lead the digital communication strategy across Facebook, Instagram, TikTok, LinkedIn, X and YouTube.
- Defined the tone of voice, target audiences and role of each platform; renewed the visual and video identity with photography and video of real people.
- Delivered 30+ informational and educational campaigns. After redesigning the Electoral Certificate campaign, its video went from 403 to 4,600 views (11×).
- An Audit Museum video reached 982K views; the Instagram account reached 334.6K views in 30 days (Oct 2026).
- Plan and deliver monthly content calendars and lead a team of 3 through production, filming and editing.
- Align communication strategy with senior leadership and internal departments (stakeholder management).

Digital Strategy and Paid Media Consultant (part-time) · C&M Servicios Integrales — Dec 2025 – Present

Accounts: Lado B con Bruch (podcast) and El Salvador Is a Must (business show)

- Plan, target and optimize paid media for every episode on Meta Ads, Google Ads, YouTube and TikTok.
- Built business and investment audiences across 5 countries and 5 U.S. cities to reach the Salvadoran diaspora.
- Produce performance reports every two days from Meta Ads and Google Ads data to adjust spend.
- Built the interactive media kit for Lado B con Bruch: analysis of 4 platforms (49M views in 2026), audience segments, rate card and package simulator.

Communications and PR Advisor · Legislative Assembly of El Salvador — Aug 2023 – Feb 2024

- Advised on the communication strategy of a high-profile spokesperson.
- Translated legal reforms into digital and TV content for mass audiences; developed TV programs and coordinated media coverage.

Digital Strategist · DiiMO Technologies (fintech) — Nov 2021 – Jun 2023

- Ran the full marketing, advertising and social media function; designed strategies, campaigns and ads to generate loan applications.

Digital Marketing Representative · SEBPO — Aug 2021 – Jun 2023

- Managed SEO and SEM paid search campaigns.

Social Media Manager · DaRoom Studio — Dec 2019 – Jun 2023

- Managed social media for client brands: strategy, content calendars, copywriting and community management.

EDUCATION

Master's in Strategic Marketing and Digital Communication · EUDE Business School · 2024 – 2025

Bachelor's in Public Relations, Marketing concentration · Universidad Evangélica de El Salvador · 2018 – 2023

TRAINING DELIVERED

- 4 training sessions on strategic and digital communication as a guest trainer at El Salvador's Government Ethics Tribunal, for public sector staff.

TECHNICAL SKILLS

Content and social strategy: Facebook, Instagram, TikTok, LinkedIn, X, YouTube; editorial calendars; campaigns; community management

Content and production: storytelling, copywriting, video direction, vertical formats

Paid media: Meta Ads, Google Ads, YouTube Ads, TikTok Ads, SEO/SEM, audience targeting

Communication: public relations, institutional communication, stakeholder management, media relations

Analytics: Meta Business Suite, Google Ads, YouTube Studio, Excel and Google Sheets

Generative AI: ChatGPT and Claude (research, writing, analysis and reporting); Google Flow (video)

SOFT SKILLS

Leadership: lead a team of 3 and align with senior leadership

Innovation: new visual identity and formats (series, carousels, AI-assisted video)

Analytical thinking: data-driven decisions and performance reporting

Storytelling: technical topics turned into stories people share

Initiative: built the digital content function from scratch

Lifelong learning: master's completed in 2025; daily use of AI tools

Adaptability: 6 platforms and two roles in parallel with different audiences

Empathy and listening: messages built for the receiver; training other teams

LANGUAGES

Spanish: native · English: advanced