

Bernarda Carranza

Communications & PR Professional

I'm a bilingual communications and storytelling professional with over eight years of experience in journalism, PR, and multimedia content creation. I thrive in multicultural, fast-paced environments and bring both creativity and structure to communication challenges.

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PROFESSIONAL EXPERIENCE

International Public Relations and Content Coordinator | 2025–present

Metropolitan Touring | Quito, Ecuador

- Coordinates the international public relations and brand reputation and positioning within the international media landscape (with emphasis on US and UK markets) for Metropolitan Touring and its three hotels (Mashpi Lodge, Casa Gangotena and Finch Bay Galapagos Hotel).
- Helps communicate the social and environmental innovations at Mashpi Lodge to an international audience.
- Managed 26 international press trips to date, resulting in coverage in publications such as Condé Nast Traveler, The Telegraph, Wanderlust and Forbes.
- Drafts emergency and crisis updates and communications for a B2B audience.

International Public Relations and Content Executive | 2024– 2025

Metropolitan Touring | Quito, Ecuador

- Coordinated 16 international press trips, resulting in coverage in publications such as: National Geographic, BBC Wildlife, The Times, among others.

Content Producer | 2022– 2024

Metropolitan Touring | Quito, Ecuador

- Launched a communications campaign for Metropolitan Touring's new Land tours in Cuenca, Guayaquil and the Andes (produced content for both B2B and B2C audiences).
- Produced innovative visual and written content for to enhance the guest experience at MT's hotels.
- Implemented two targeted B2B newsletters: one focused on innovation and product updates in Ecuador, and another highlighting news from our regional offices in Ecuador, Colombia, and Peru. Featured engaging, value-driven content tailored for international travel wholesalers to strengthen partner relationships and drive interest in our offerings.

Freelance journalist | 2021– 2022

Quito, Ecuador

- Reported and wrote articles on travel, culture and environment for print + digital media and social media
- Frequent contributor to Ñan Magazine, Ecuador's leading travel magazine.

Research Assistant | 2019– 2020

Statista | Hamburg, Germany

- Researched and interpreted data for the Latin American Editorial, Research and Investigation department on consumer goods, crime, agriculture, e-commerce, gender, politics and technology.

Communications Intern | 2019

EU-LAC Foundation | Hamburg, Germany

- Created daily content for the Foundation's official Facebook and Twitter accounts.
- Updated the Foundation’s website updated and proofread and translated articles for the Foundation's newsletter.
- Assisted in the logistics and coordination of the "Youth and Citizenship in the EU, Latin America, and the Caribbean" Seminar.

Writer | 2016– 2018

Ñan Magazine | Quito, Ecuador

- Wrote and reported on over 100 stories about travel, culture, environment and gastronomy for Ecuador’s leading bilingual travel magazine, Ñan Magazine.
- Co-wrote the official guide of Quito for the Quito Tourism Board.

EDUCATION

University of Hamburg and Aarhus University | 2018–2021

Erasmus Mundus M.A. Journalism, Media and Globalization

Universidad San Francisco de Quito | 2011–2016

Bachelor of Arts in Multimedia Journalism

University of La Verne | 2013–2014

Bachelor of Arts in Journalism

SKILLS & TOOLS

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| • Writing | • Sharepoint |
| • Copywriting | • Microsoft Office tools (Word, Excel, PPT, Teams) |
| • Translation | • Canva |
| • Photography and video production | • Wordpress |
| • Adobe tools (Lightroom, Photoshop, Premiere) | • Internal communications |
| • MailChimp | • Crisis communication |

LANGUAGES

Spanish

Mother tongue

English

Bilingual proficiency