CURRICULUM VITAE · 2026

CHALO LARA

CREATIVE DIRECTOR

CREATIVE OPERATIONS
CONTENT STRATEGY

01 CONTACT

BASED IN
Copenhagen, Denmark

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linkedin.com/in/chalo-lara

02 SKILLS

CREATIVE LEADERSHIP
Creative direction · Creative operations · Creative strategy · Brand strategy

CONTENT & GROWTH
Content strategy · Editorial operations · SEO collaboration · Growth marketing · Demand generation

OPERATIONS
Workflow design · Stakeholder management · Project leadership · Cross-functional collaboration · Budget management

AI & AUTOMATION
AI adoption · AI enablement · Change management · Generative AI · Workflow automation

03 PROFILE

Creative Director and content strategist with 14+ years leading creative and marketing teams through better systems, strategy and leadership. I build the systems that let creative teams scale without losing quality, and I have led AI adoption end to end: workflow redesign, automation and team change, not just tooling.

+35%
CONTENT OUTPUT
SAME QUALITY BAR

+80%
ORGANIC SOCIAL ENGAGEMENT
FREEPIK (NOW MAGNIFIC)

+100K
YOUTUBE SUBSCRIBERS
IN SIX MONTHS

04 EXPERIENCE

CONTENT TEAM LEAD
2024 – Present
MEDIDA

- Lead a multidisciplinary team of writers, editors and designers, overseeing content strategy, editorial workflow and full-cycle content production.
- Redesigned content operations and built AI-powered workflows (AirOps, Zapier, CMS plugins and APIs), with people reviewing every piece before it is published.
- **+35% content production** through those workflows, without compromising quality.
- Partner with Product, SEO and Design to align content strategy with business goals and brand voice.
- Own performance tracking and continuous process improvement for the content function.

CREATIVE DIRECTOR
2019 – 2023
FREEPIK (NOW MAGNIFIC)

- Built and led a multidisciplinary in-house creative team, setting creative direction, workflows and quality standards across a fast-scaling company.
- Directed creative strategy and execution for campaigns and social content at scale, aligned with brand and business objectives.
- Creative Director on the Freepik side of the company rebrand, working with the external agency, and led the content strategy shift across channels.
- **+80% organic social engagement** through data-informed creative direction and audience-first content.
- Directed go-to-market creative for key growth products: Freepik Spaces, Wepik, Text to Image and Video.

ACCOUNT MANAGER · FLATICON
2016 – 2019
FREEPIK (NOW MAGNIFIC)

- Built and managed a global network of **80+ freelance designers**, setting quality and production standards for high-volume content.
- Commissioned exclusive monthly icon packs on yearly agreements, while the library grew from **~88K to 1.8M icons** (platform-wide growth).
- Strengthened Flaticon's position as a leading icon marketplace through partner and stakeholder management.

05 TOOLS

DESIGN
Figma · Adobe Creative Cloud · Magnific Spaces

AUTOMATION & OPS
Zapier · AirOps · Claude · Cursor · Notion · Jira · Salesforce

DEVELOPMENT
JavaScript · React · Node.js

06 LANGUAGES

ENGLISH
Fluent (C1)

SPANISH
Native

ITALIAN
Intermediate (B1)

04 EXPERIENCE (CONT.)

CREATIVE & MARKETING STRATEGIST
2013 – 2015

IDEALI WAY

- Developed and executed creative and content strategies for international clients across multiple industries.
- Delivered integrated campaigns and branded events for Algida, TIM and Porsche, managing stakeholders end to end.

MARKETING & DESIGN LEAD
2012 – 2013

REDVOLUCIONARTE

- Created and executed marketing and creative strategies for SME clients, managing brand identity and campaign execution.
- Drove client engagement and led creative production for Madrid Fashion Week participation.

07 EDUCATION

AI FOR CREATIVES (MASTER'S)
Founderz · in progress, 2026

FULL STACK DEVELOPER
Ironhack · 2024

MASTER IN GRAPHIC DESIGN
La Gauss · 2018

BACHELOR IN ADVERTISING & PR
EADE · 2010

AI CONTENT ENGINEER
AirOps · 2026

AI FOR CONTENT CREATORS
IEBS · 2023

MASTER IN MARKETING & ADVERTISING
IED · 2012