

MICAELA LAFRATTA RAMOS

Senior Communications Manager | Data Storytelling & AI Ethics | Multi-stakeholder Engagement | Business Insights

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ABOUT ME

Senior Communications Strategist with 8 years of experience bridging the gap between complex data and business decisions. Expert in **Data Storytelling** and AI Ethics, with a technical stack (SQL, Python, BigQuery) used to analyze market trends and **automate** sentiment research—essential for modern Analyst Relations.

My core skills: on-site **engagement** and **networking**.

LANGUAGES: Spanish (native), English (C1), French (C1), Italian (B1).

TECHNICAL SPECIALIZATION & APPLIED PROJECTS

Data Analysis & AI Intensive Course 09/2025 - 01/2026

Adalab

Remote

- **Core Stack:** Python (Pandas, NumPy), SQL, BigQuery, Power BI, and Tableau.
- **Data Engineering Foundations:** Executed end-to-end **EDA and ETL** processes, applying descriptive statistics and data structuring for high-level business analysis.
- **Business Intelligence & Cloud:** Gained proficiency in corporate data ecosystems and cloud architectures, essential for scalable enterprise environments like Ubuntu's.
- **Data Storytelling & Dashboards:** Designed interactive decision-making tools in **Power BI (DAX, Power Query)** and **Tableau** to translate complex datasets into actionable business insights.

Highlighted Project: Strategic Talent Retention Analysis

- **Objective:** End-to-end analysis to minimize employee churn by identifying critical behavioral drivers and improving satisfaction.
- **Technical Execution:** Used **Python, Pandas, and SQL** for data processing, and **Power BI** for visual storytelling and executive reporting.
- **Output:** Delivered actionable insights to enhance retention strategies, demonstrating the ability to bridge technical analysis with organizational change. Code and methodology available in my [GitHub Repository](#).

EXPERIENCE

EU Communication Manager 07/2024 - 07/2025

Fundación Equipo Humano

Valencia, Spain

- **Led Partner Coordination: Defining, monitoring, and reporting of +15 consolidated KPIs** for 4 simultaneous European projects with 24 international partner entities. +10 European countries.
- Managed and forged trusting relationships across diverse, cross-functional teams.
- Quarterly consolidation of multi-channel metrics and **presentation of insights to stakeholders** and funding agencies (European Commission).

[🌐 https://fundacionequipo humano.es/](https://fundacionequipo humano.es/)

Communication & Web Manager 01/2021 - 06/2024

La Cosecha Comunicación | Human Rights Consultancy

Valencia, Spain

- **Multi-client Performance Reporting:** Tracking KPIs and web analytics for 4-5 simultaneous accounts (12 clients): **30% improvement** in video retention through data-driven optimization (**Meta Business Suite, Google Analytics**).
- **Data Storytelling for Management:** Translating complex metrics into actionable insights.
- **Implemented Training and Facilitation:** Design and delivery of +10 workshops for over 200 participants, from +15 countries. Training covered: participatory video, fake news.

[🌐 https://asociacionlacosecha.org/](https://asociacionlacosecha.org/)

Digital Marketing & Strategic Communication 09/2017 - 06/2024

Freelance & Previous jobs

Belgium, France, Spain

- **Conversion Funnel Analysis (D2C):** Identification of drop-off points in the e-commerce purchase process, with a direct impact on conversion rates and checkout optimization.
- Managed client relationships averaging 12–24 months per engagement.
- **Relationships with stakeholders** built: +30 in Brussels ecosystem for potential collaborations.
- Data Management on Sales Platforms: Audit and tracking of key metrics using Shopify, WordPress, and Google Analytics for data-driven decision making. Developed Results-Oriented Digital Strategy: Implementation of strategic solutions to enhance customer touchpoints.

SKILLS

AI Readiness & Ethics:

LLM for Market Research ·

AI Ethics as a Design Principle ·

Data Literacy & Training

Analytics & Data

Python · BigQuery · SQL · Power BI ·

Tableau

Strategy & Management

Stakeholder Management · KPI Reporting ·

Project Management · Leadership

Communications

Copywriting · Storytelling ·

Content Strategy · Press Releases ·

Newsletters · Events

EDUCATION

Data Analysis & AI Intensive Course

Adalab

09/2025 - 01/2026

Google Cloud

Google

In Progress

Digital Marketing

Business School - Cámara Valencia

2020

Bachelor's Degree in Journalism

University of Valencia

2012 - 2016

Master's in Human Rights

Universitat de València

2017 - 2018