

Imanol Iraeta



Brand Cultural Strategist

I observe where culture moves, then direct from that foundation. Research-driven strategy and authentic creative direction rooted in cultural intelligence. Broad technical capabilities to formalize concepts and deliver high-impact initiatives.

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Central Research

What is silence to you? Silence as Strategy (2025-2026)

Speculative thesis exploring how absence, restraint, and silence function as brand design strategies. Multidimensional project integrating critical rigor with concrete branding opportunities in the social-digital landscape. Combines theoretical depth with actionable brand positioning insights.

Professional Experience

EST8 Magazine — Creative Writer | 2023-2024 | Barcelona

Research and editorial production of cultural content (trends, lifestyle, consumption) for international audiences. Developed strategic narratives aligned with brand identity and engagement objectives. Collaborated with designers and editors in integrated multimedia production. Translated contemporary cultural phenomena into compelling narratives for diverse readerships.

Freelance Music Producer | 2021-2023 | Spain

Music curation and programming for private events. Public relations, client management, and sonic direction for personalized experiences across diverse audience contexts.

Education

ELISAVA, Master's Degree in Beyond Branding (2025-2026) | Specialization: Product & Service Strategy

Universitat Pompeu Fabra, BA in Humanities (2021-2025) | Specialization: Modern & Contemporary Philosophy

SAE Institute Barcelona, Advanced Diploma in Sound Production (2020-2022) | Audio Engineering, Mixing & Mastering

Escola Pia Nostra Senyora, Audiovisual Production Diploma (2018-2020) | Video Editing, Production, Photography

Capabilities

Cultural research • Brand narrative strategy • Creative direction • Visual identity analysis • Digital ecosystem design • Brand positioning • Content strategy • HTML • React • Figma • Adobe Creative Suite (Ps, Pr, Ae, Ai) • Touch Designer • Blender • Notion • Claude Code • FL Studio • Wwise • Unreal Engine • Word • Excel

Languages

Spanish (native) • Catalan (full proficiency) • Basque (advanced) • English (C1)

Currently learning: Darija (Moroccan Arabic) | *Etymology foundation facilitates acquisition across European language families*