

Carla de Weber

IT & Technical Success Specialist × Content Creator

hello@icedcarla.com

icedcarla.com/cv

Remote · Hybrid in Valencia, Spain

TikTok @icedcarla · Instagram @carladeweber

PROFILE

Hybrid professional with 4+ years in IT operations and customer success at global companies, plus a 10K+ community built as a bilingual (EN/ES) UGC creator. I turn complex technology into clear, human content — in help guides, training sessions and short-form video. Seeking remote roles (or hybrid in Valencia, Spain) in IT & technical success, social media, content design, marketing or roles that blend them.

IT Support

Technical Success

Customer Success

Social Media

UGC & Short-form Video

Content Design

Community Management

Bilingual EN/ES

EXPERIENCE

Bilingual UGC Creator & Community Lead

2025 – Present

Independent · @icedcarla (Instagram & TikTok)

- Created content for around 20 brands, including Xiaomi, AstrauX, local Berlin brands and Asian brands.
- Built a 10K+ community with UGC-style storytelling and product demos for e-commerce, tech and lifestyle brands; 7.4% engagement rate and 617 average views per video (last 30 days).
- Produce short-form video end to end — concept, scripting, voice-over, filming, editing — for paid ads, organic series and live event coverage, in English and Spanish.
- Designed the educational "UGC Beginner Series" as an organic funnel: 11k+ views, 100+ new followers, 70+ free-guide downloads.
- Run a YouTube channel with informative videos and research-driven video essays, plus two faceless channels (AI voice tools, stock or AI-generated visuals, AI-assisted production; editing 100% manual in CapCut).
- Built and ran a Shopify dropshipping store in beauty & personal care end to end: supplier sourcing with AutoDS, store setup and Meta Ads campaigns.
- Publish free guides and career-growth content for aspiring freelancers in Germany.

IT Support Specialist — Technical Success

Feb 2025 – Aug 2026

Highsnobiety

- Technical partner for global teams: ran end-to-end onboarding and offboarding, including access provisioning, so new hires were productive from day one.
- Resolved complex hardware, software and account issues (Windows, macOS, Google Workspace, Microsoft 365) to prevent downtime in international operations.
- Wrote clear guides and internal documentation for self-service, and drove tool adoption through practical training sessions and webinars on new platforms (e.g. Google Meet) for around 50 people.

Technical Support Lead (Deputy Lead)

Jan 2024 – Jan 2025

eBay · by akut HR Consulting GmbH

- Led daily operations of the IT support team as deputy lead, managing a team of about 10 and acting as main contact for complex issues and escalations; kept ticket quality and performance metrics on target.
- Led trainings and mentoring, and created training material and knowledge-base content that helped the team resolve recurring problems faster.
- Translated technical jargon into simple solutions for a diverse global user base via chat and calls.

IT Helpdesk Specialist

Jan 2022 – Dec 2023

eBay · by akut HR Consulting GmbH

- Global technical support via chat and calls (hardware, Microsoft products, operating systems); handled urgent access and security requests.
- Updated knowledge-base articles and help guides for user self-service; trained new staff to strengthen internal processes.

Secretary & Administrative Assistant

Jul 2020 – Aug 2021

Objetiva Broker

- Main contact between clients and insurers, managing insurance claims end to end; advised clients in person and online and supported sales, plus business and legal documentation.

SELECTED CONTENT WORK

10K+
community

~20
brands, incl. Xiaomi & Astraux

11k+
views, UGC Beginner Series

~10 / ~50
team led / webinar attendees

- **Xiaomi launch campaign** — three videos (phone, tablet, accessories) for the new Ultra flagship and its ecosystem.
- **Astraux EV launch** — live-stream coverage and event recap, high-impact field production.
- **“Active Diaries”** — organic, non-sponsored subscription-app advocacy built on real UI demos.

SKILLS

Content & social: short-form & long-form video (TikTok, Reels, YouTube), UGC scripting & storytelling, voice-over, video editing (CapCut), visual design (Canva), community management, bilingual EN/ES content

Content design & docs: knowledge-base management, Notion, how-to guides & training material, plain-language technical writing, process improvement

Customer success & leadership: technical onboarding/offboarding, multi-channel support, escalation handling, stakeholder communication, leading a team of ~10, mentoring, training webinars for ~50 people (e.g. Google Meet)

Marketing & growth: paid-ad creative (hooks, angles, CTAs), organic funnels & lead generation, TikTok Shop content, Shopify dropshipping (AutoDS), Meta Ads, audience insights, brand collaborations (~20 brands)

IT & technical: Google Workspace admin, Microsoft 365, Windows / macOS / iOS / Android, Jira, ServiceNow, account & access management, infrastructure support

AI & automation: ChatGPT, Gemini, Claude, AI prompting & implementation, AI automations, AI-assisted content production, workflow optimisation

EDUCATION & LANGUAGES

Higher Technician in Office Director Assistant — IES La Laboral de La Laguna

2018 – 2020

Languages: Spanish (native) · English (C1, fluent)