






VALENTINA D'AMORIM

S O C I A L M E D I A M A N A G E R &
D I G I T A L M A R K E T E R



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-  Rosario, Santa Fe, ARG
-  https://bgeninatti.github.io/soy_valenda/#
-  Argentine and Spanish
Citizenship

PROFILE

Starting my career in law, I developed strong analytical skills. But when the pandemic hit, I thought, how about adding some excitement to the situation? That's when I dove headfirst into the awesome realm of digital marketing.

This shift didn't just give me a fresh perspective—it also cranked up my adaptability to handle all sorts of dynamic situations. I'm all about continuous learning, and now, I'm ready to blend my background with some killer new skills. That makes me a versatile pro ready to dive into challenges in any work setup.

SKILLS

- Hubspot
- Trello
- Canva
- Slack
- Asana
- Photoshop (Basic)
- Problem-Solving
- Development of digital marketing strategies
- Flexibility and adaptability
- Teamwork

EXPERIENCE

SMM & DIGITAL MKT STRATEGIST

GRUPO RESONANCIAS

Oct 2021 - Sep 2023

- Social Media Managment
- Community Managment
- Content Creator
- Creation and writing of newsletters
- Managing of clients databases
- Planning of commercial campaigns
- Creative director in audiovisual campaigns.
- Meeting coordinator of the digital team.
- Event planning for clients
- Marketing for e-commerce
- Assistance to the CRM team on the Hubspot platform

COMMUNITY MANAGER

LA IDEA AGENCIA CREATIVA

2021 - 2022

- Community management for multiple accounts simultaneously
- Content creation
- Formation of customer requirements with the graphic design team
- Meeting with clients to coordinate the content strategy
- Influencer marketing coordinator

EDUCATION

UI/UX DESIGN

Self-taught (Actualidad)

EMAIL MKT

UTN (2023)

BRANDED CONTENT

Miami Ads School (2022)

GROWTH MARKETING

Coder House (2021)

DIPLOMA IN DIGITAL MARKETING AND SOCIAL MEDIA

UTN (2020)

LAW SCHOOL

UCA (2015-2020)

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LANGUAGES

- ENGLISH - C2

FCE and FECELT awarded by

Cambridge. Full-time Course

Certificate level C2 managed by EF

International Language Centers

(New York)

- FRENCH - B1

Title of international exams A1, A2

and B1 awarded by the French

alliance.

INTERESTS

- Trips
- Yoga
- Musical instruments
- Volunteers
- Language learning
- Social networks

EXPERIENCE

COMMUNITY MANAGER & SMM

FREELANCE 2020 - PRESENT

- Planning content grids
- Business meetings with potential clients
- KPI measurement
- Social media consultancies for entrepreneurs
- Community Profile Classes at Hi Model Agency

PERSONAL ENTREPRENEURSHIP

KALYKA.MB

May 2020 - Sep 2022

- Product creation and manufacturing
- Packaging and logistical coordination of shipments
- Customer service and order receipt
- Social media management
- Creation of advertising campaigns
- Content generation
- Management of inventory, expenses and income of the enterprise

LEGAL INTERN

MERCEDES BENZ ARGENTINA S.A.U.

2019-2020

LEGAL INTERN

YPF ENERGÍA ELÉCTRICA S.A.

2019

PARALEGAL

MARVAL, O'FARREL & MAIRAL ESTUDIO JURÍDICO

2017-2019