

JULIETA DE LA FUENTE

Buenos Aires, Argentina • Remote | LATAM Contractor

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PROFESSIONAL PROFILE

Bilingual Digital Copywriter and Communications professional with a background in International Relations and Political Science. I specialize in crafting clear, persuasive, and high-impact copy for social media, digital campaigns, and branded content in English and Spanish.

I combine storytelling, audience focus, and analytical thinking to transform complex ideas into compelling narratives that drive engagement and align with brand voice and performance goals. Experienced working remotely in fast-paced, multicultural environments with tight deadlines.

CORE SKILLS

- Copywriting & Content
- High-impact digital copy (social, ads, campaigns)
- Storytelling and persuasive writing
- Tone of voice development & consistency
- Editing and optimization for clarity and engagement

PROFESSIONAL EXPERIENCE

> Content Writer & Communications Support

> Fundación Embajada Abierta — Buenos Aires, Argentina

- Wrote and edited clear, engaging content for reports, briefs, and digital platforms.
- Translated complex political and technical information into accessible narratives.
- Adapted tone and style for different audiences and channels.
- Supported development of presentations and institutional materials.
- Collaborated with interdisciplinary teams on content planning and messaging.
- Ensured alignment between content, brand identity, and strategic objectives.

> Freelance Digital Content & Copy (Projects)

- Created persuasive digital copy for social posts, captions, and campaign materials.
- Designed visual content and infographics in Canva to support written messaging.
- Edited and refined texts to improve clarity, impact, and engagement.

- Structured information into clean, professional formats for reports and slides.
- Coordinated content across multiple digital platforms.

EDUCATION

Bachelor's Degree in International Relations and Political Science
Universidad de Belgrano - Buenos Aires, Argentina.

Data Analyst
CoderHouse - Buenos Aires, Argentina.

LANGUAGES

- Spanish: Native
- English: Fluent (written & spoken)
- Portuguese: Fluent
- Russian: Basic

TOOLS

- Canva (social visuals, infographics, presentations)
- Microsoft Office & Google Workspace
- Social platforms: Instagram, LinkedIn, X

AVAILABILITY

Open to full-time or part-time contractor roles

Remote-first & comfortable working across time zones