

# LUCIA SEOANE TORREALBA

Digital Marketing Strategist

Buenos Aires, Argentina  
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I am a self-driven entrepreneur with long term experience in creating engaging brands with authentic voice and purpose. On this path, I have designed marketing strategies driving results for diverse projects. Constant learning has been key to coming up with creative and updated solutions for business problems, which is why, I'm always studying and analyzing what I do. I am highly meticulous and organized, and very persistent and enthusiastic towards achieving team goals.

## LANGUAGES

**English**

Perfect

**Spanish**

Native

**Portuguese**

Advanced

**French**

Basic, in progress

## SKILLS

**Photoshop**

Advanced

**Corel Draw**

Advanced

**Premiere Pro**

Advanced

**Illustrator**

Basic, in progress.

## CERTIFICATIONS

Brother Buenos Aires | August 2021

Award winning School of the year at Cannes Lions

**Creative Strategist Certified**

Hubspot Academy | September 2021

**Social Media Strategy, In progress**

**Inbound Marketing Certified**

**Email Marketing Certified**

Simplilearn | August 2021

Digital Analytics Course by Stephan Amel

**Advanced Web Analytics Certified**

## EDUCATION

Centro de Investigación Cinematográfica | 2012

**College Graduate Filmmaker**

ORT | 2008

**Industrial Design Highschool Graduate**

## PROFESSIONAL EXPERIENCE

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Behance Portfolio  
Linked-In Profile



## FREE-LANCE

Argentina | 2020-2021  
**Digital Marketing  
Consultant**

## VOLUNTEER

Brasil | 2017  
Permacultura Aboré  
**Natural Builder  
Permaculturur  
Photographer  
Graphic Designer**

Colombia | 2015  
Mundo Nuevo  
**Organic Gardener  
Photographer**

Argentina | 2008-2012  
Low-income Neighbourhoods  
**Tutor | Team Leader**  
Recreational Workshops  
Sex Education Workshops

## PROJECTS AND EXPERIENCE

Inawake | Argentina | 2021- Today  
Athleisure Clothing - Re-branding work in progress  
**Digital Marketing Strategist  
Copywriter | Graphic Designer**

Reserva Natural Ouroborus | Costa Rica | 2017-2020  
Wildlife Reserve and Sustainability & Permaculture School  
**Project and Brand Developer  
Content Creator | Copywriter  
Graphic Designer | Photographer**

Galilea Gastronomía | Argentina | 2016-2017  
Vegan and Sustainable Food Services  
**Project and Brand Developer | Copywriter  
Social Media Marketer | Content Creator  
Graphic Designer | Photographer**

La Vuelta al Mundo | Brasil | Colombia | 2014-2016  
Video & Photography for Tourism  
**Project and Brand Developer  
Marketing Strategist | Community Manager  
Photograoher | Videographer**

## CLICK TO SEE MY WORK

Inawake

Selva de Agua

Reserva Natural Ouroborus

Galilea Gastronomía

La Vuelta al Mundo