

**VALENTINA ROLDAN**

**P O R T F O L I O**

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# HELLO!

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I am a highly qualified professional with comprehensive skills that allow me to coordinate and cover complete projects, providing a global vision and at the same time accompanying all its stages.

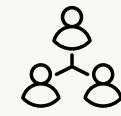
I have a strong background in Social Media, Digital Marketing and Alumni Network Engagement. I have experience leading teams, organizing all kinds of (networking) events, and over 3 years of work experience as a Digital Marketing Manager in a leading software company.





# My roles

## INDEX



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### 1 STRATEGIC PLANNING AND LEADERSHIP:

In charge of the creative process and generation of ideas for new initiatives. Feasibility analysis of the project and estimation of resources needed to carry it out. Materialization of the idea into a project, coordination in the distribution of tasks and resources. Leadership and ownership of the whole process.

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### 2 COMMUNICATION PLAN AND MARKETING STRATEGY:

In charge of the creative process and generation of ideas for new initiatives. Feasibility analysis of the project and estimation of resources needed to carry it out. Materialization of the idea into a project, coordination in the distribution of tasks and resources. Leadership and ownership of the whole process.

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### 3 PROJECT EXECUTION AND COORDINATION:

Responsible for project execution from start to finish. Ownership and teamwork for problem solving. Control and monitoring of resources, to deliver a high quality product in a timely manner.

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### 4 EXECUTION OF MARKETING PLAN:

In charge of designing visuals and images for content. Video editing. Copywriting for social networks and email marketing. Management of social networks, programming and publishing of content, engagement within the accounts. Development and execution of email marketing campaigns: Nurturing and segmentation of the contact base, creation of emails and campaigns, mailings. Creation and writing of blog posts with SEO positioning. SEO and SEM optimization of the website, editing and management in Wordpress.

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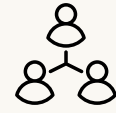
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### 5 SPEAKER, REFERENT

Presentation and dissertations in front of the public. Considered as a reference in the network, or a person who stands out in the discipline, invited as a speaker in academic and networking events, in faculties and institutions. Also as a juror or mentor in different programs and trainings.



# US Alumni Summit:



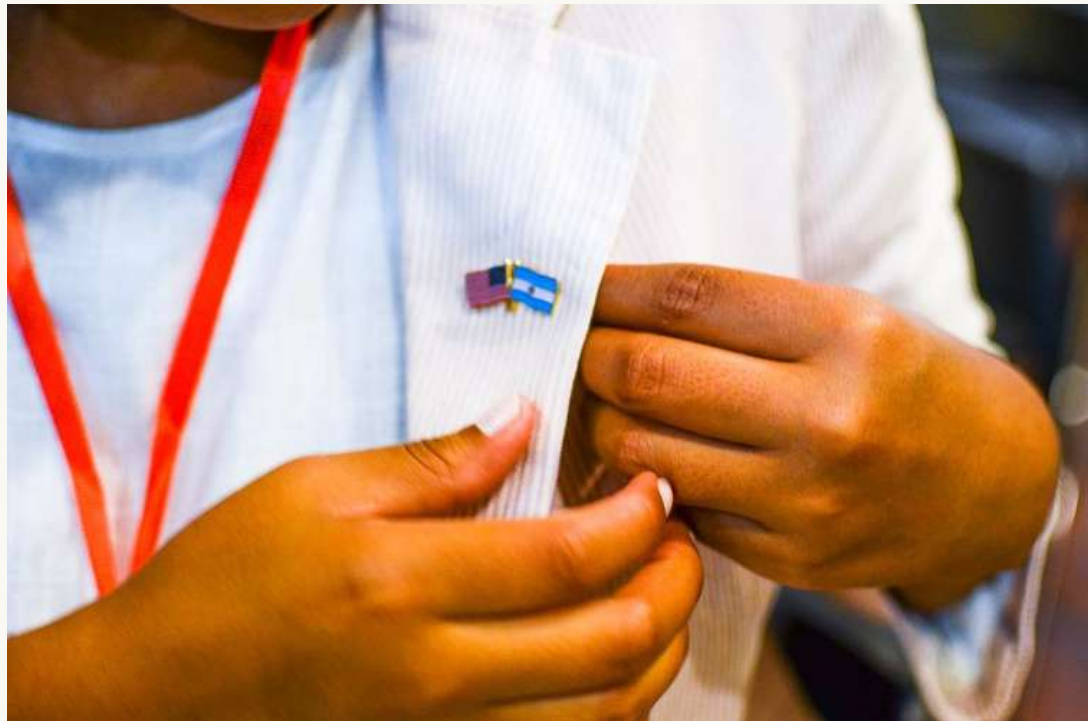
First US State Department grantee summit in Argentina. The event had more than 100 alumni members as participants and more than 40 speakers and authorities from Fulbright and US Embassy.



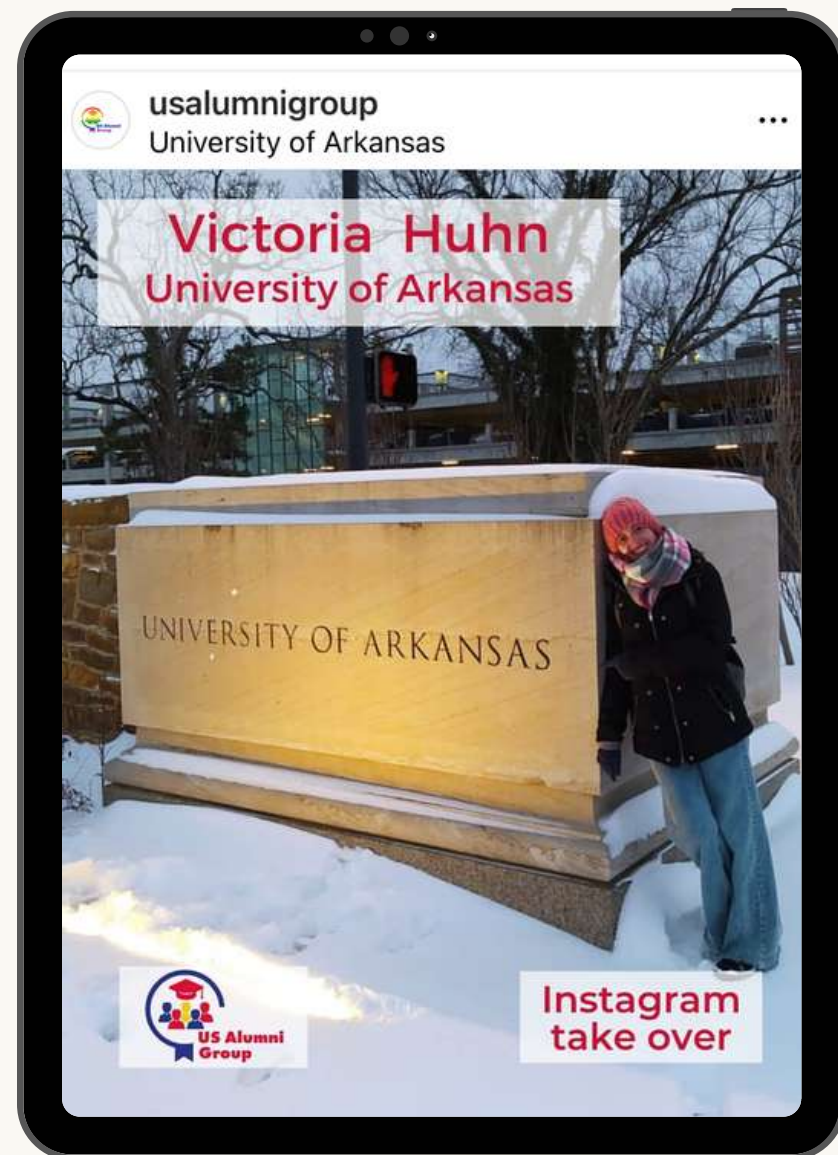




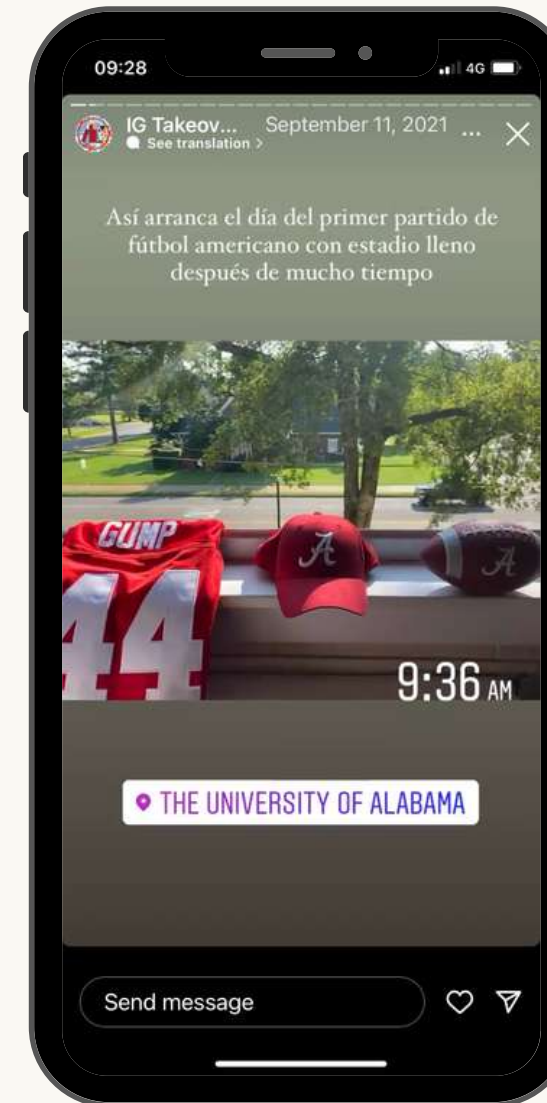








# Instagram take over



Instagram take over by alumni members during their exchange experience in the USA. I give them an orientation about the type of content that I expect from them and give them full freedom to use the Instagram organization too share their experience.



# Software Company SaaS:



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November 2, 2022

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# Software Company SaaS:



**Beyond the DMS**

**Increase parts sales by 20% with the most complete DMS on the market.**

autologica

**Welcome to the #AutologicaCommunity**

**Taraborelli Agro**  
Official New Holland dealership

Now uses



**Autologica Sky DMS**  
Dealer management system used by professionally run dealerships.

Autologica Sky DMS, the most complete dealership management system on the market.

autologica **blog**

# Customer Stories

## Save Hours and Hours in the Workshop, Every Day, All Year Round







# Dissemination of Fulbright scholarships and programs



One of the objectives of the group is the dissemination of scholarships and programs of the US Department of State.

**Esto fue el Webinar Informativo**

**Becas de Posgrado Fulbright -Ministerio de Educación de la Nación**

El Programa Fulbright

- Programa de becas del gobierno de EE.UU., Departamento de Estado, Secretaría de Asuntos Educativos y Culturales (US Department of State, Bureau of Educational and Cultural Affairs).
- Fundador: Senador William Fulbright (1946).
- Misión: "promotion of international good will through the exchange of students in the fields of education, culture and science." - Senador Fulbright.
- Promover un mayor entendimiento entre los países del mundo a través de intercambios de estudiantes en las áreas de Educación, Cultura y Ciencias.

Más información sobre esta beca

Camila Burne, becaria 2020, nos ofreció consejos y buenas practicas para el proceso de selección.

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¿Y qué pasa después?  
**La vida del Grad Student (y fulbrighter) en USA**

Claudia Poclaba, becaria 2018, nos compartió su experiencia del Master en MPA en la Universidad de Cornell 2018-2020

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Si querés recibir los recursos audiovisuales creados para la charla por las becarias, ¡escribinos!

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# Dissemination of Fulbright scholarships and programs

One of the objectives of the group is the dissemination of scholarships and programs of the u.s. department of state.






CONVOCATORIA ABIERTA

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## Becas de Posgrado Fulbright -Ministerio de Educación de la Nación

Conocé más de esta beca




CONVOCATORIA ABIERTA

2

## ¿Qué son estas becas?

- ✓ Son becas para graduados universitarios argentinos para hacer una maestría o doctorado en EEUU a partir de septiembre de 2022.
- ✓ Convocatoria abierta hasta el 12 de julio.
- ✓ Requisitos: Promedio académico en la carrera de grado de mínimo de 7/10 puntos; acreditar muy buen dominio del idioma inglés






CONVOCATORIA ABIERTA

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## Siguientes pasos

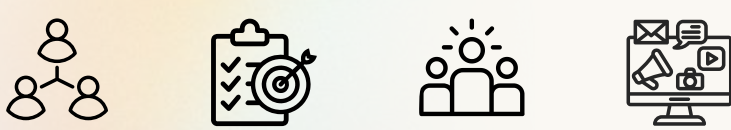
- ✓ Más información en el link de la bio o en el sitio web de Comisión Fulbright: [fulbright.edu.ar](http://fulbright.edu.ar)
- ✓ El próximo jueves 24/06 realizaremos un webinar informativo sobre el programa junto a Alex Vito (Adviser de EducationUSA en Rosario)
- ✓ Comisión Fulbright Argentina hará un webinar para responder dudas sobre la postulación.
- ✓ Compartiremos más detalles de estos eventos en los siguientes días.
- ✓ Stay Tuned and good luck!





# Getting to know US Alumni Members:

We show our organization, who we are to explain our network and target audience. To show what we do and the outstanding activities we did during the year.



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José Fernández Alonso

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### Becas de investigación Fulbright-CONICET



Weatherhead Center  
FOR INTERNATIONAL AFFAIRS  
HARVARD UNIVERSITY  
61 Kirkland Street  
• Weatherhead Scholars Program  
• Program on U.S. - Japan Relations

Testimonio de becarios




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BECAS DE INVESTIGACIÓN FULBRIGHT-CONICET


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### Harvard University

José realizó su instancia de investigación en la Universidad de Harvard.

Realizó un estudio comparativo sobre el regreso de los Estados a los mercados internacionales de deuda tras una crisis de deuda soberana.



FULBRIGHT.EDU.AR


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Los resultados de la experiencia colmaron ampliamente todas las expectativas.

JOSÉ FERNANDEZ ALONSO

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03

BECAS DE INVESTIGACIÓN FULBRIGHT-CONICET



WEATHERHEAD RESEARCH CLUSTERS

Weatherhead Center for International Affairs (WCFIA) de la Universidad de Harvard

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05

BECAS DE INVESTIGACIÓN FULBRIGHT-CONICET

### Acerca del programa



CONICET y Comisión Fulbright otorgan Becas Externas Postdoctorales cofinanciadas por ambas instituciones. El objeto es facilitar estancias de corta duración en centros de Estados Unidos para tareas de investigación relacionadas con el plan de trabajo local del postulante.

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# Getting to know US Alumni Programs:

We show our organization, who we are to explain our network and target audience. To show what we do and the outstanding activities we did during the year.




Agosto 20211/4

Conociendo  
US Alumni Group





Torneo de Debate




022/4TORNEO DE DEBATE

Uno de nuestros  
programas más  
importantes










03TORNEO DE DEBATE

Se espera que los participantes:  
✓ Obtengan herramientas de oratoria y debate.  
✓ Profundicen sus conocimientos respecto a los tópicos a debatir.  
✓ Refuercen el trabajo en equipo.









04TORNEO DE DEBATE

Los participantes son capacitados en oratoria y en un tópico acerca del cual luego se llevará a cabo el debate







Los ganadores siempre se llevan un gran premio!

20211/4

Conociendo  
US Alumni Group




Fortalecimiento de la  
Red US Alumni




022/4FORTALECIMIENTO DE LA RED US ALUMNI

Uno nuestros mayores objetivos  
es consolidar la red de US Alumni  
a nivel nacional




US Alumni Rosario y Mendoza

Nuestros grupos están conformados por becarios de programas educativos auspiciados por el Departamento de Estado de los Estados Unidos.




04FORTALECIMIENTO DE LA RED US ALUMNI

US Alumni Rosario y Santa Fe




Estamos trabajando para fortalecer los vínculos también a nivel Latinoamérica




03FORTALECIMIENTO DE LA RED US ALUMNI

Reuniones con otros grupos Alumni



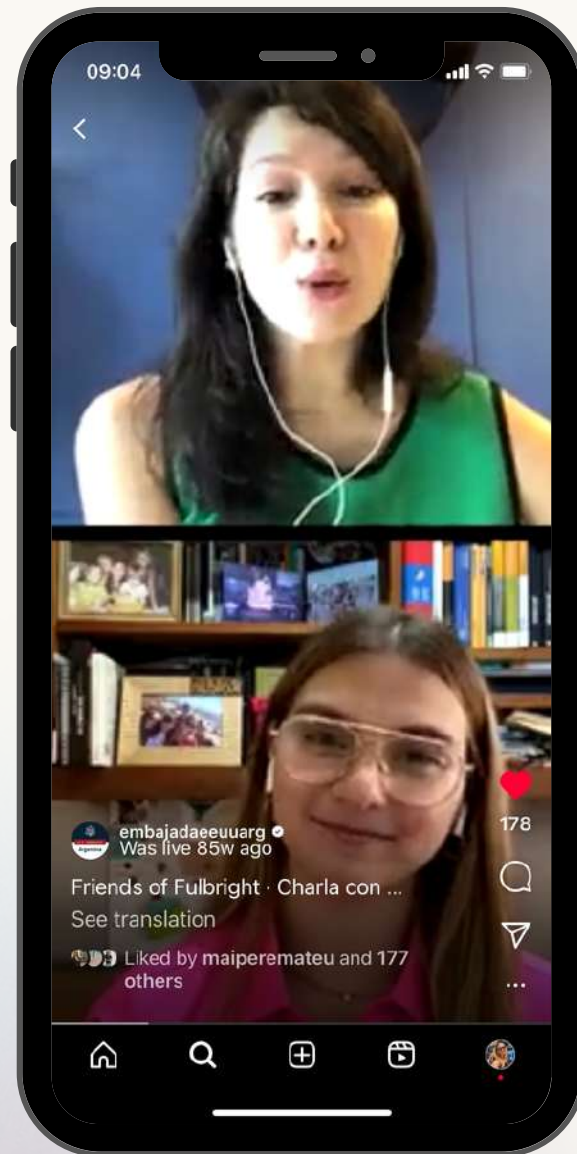
US Alumni Rosario, Buenos Aires y NEA

Como el primer grupo de US Alumni que se ha consolidado en Argentina, nuestra prioridad es apoyar, acompañar y ayudar a los grupos de US Alumni del resto del país a poder conformarse y consolidarse





# EXAMPLES OF MYSELF AS SPEAKER, EXPERT, LEADER





# Gender training and activities





# Thank You



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