

ALDANA CARIOLI

WORK EXPERIENCE

Pragmatic Plat – Marketing Manager

MAY 2023 – Current

Led strategy development and implementation in Argentina, overseeing a multifaceted marketing approach. Orchestrated diverse channels, including affiliation, streamer collaborations, and B2B/B2C events. Notably, established a robust brand presence in the land-based market. Diligently monitored KPIs, consistently contributing to overall business success. Additionally, fostered key relationships with industry stakeholders, enhancing the company's market position and visibility.

Cheil Argentina – Own Stores Marketing Coordinator - Samsung IM

FEB 2023 – MAY 2023

Managed geolocated advertising campaigns on multiple platforms, approved graphic materials for physical stores, Google My Business, and external campaigns. Coordinated communication for store launches, ensuring timely delivery of graphics, implementing in-store actions, and monitoring campaign performance. Conducted market visits to ensure in-store action execution, developed improvement plans, and defined strategies for successful store launches, including team training and results tracking. Analyzed and monitored the opening of new stores.

Coca-Cola FEMSA – Trade Marketing Senior Analyst

JUN 2021 – FEB 2023

Analyze customer data collaboratively with cross-functional teams to target the right audience, produce relevant content, and achieve optimal results. Lead the design, execution, and evaluation of campaigns supporting the company's local sales strategy, focusing on lead generation, customer acquisition, retention, and increased revenue through digital platforms.

IMS Corporate – Junior Campaign Manager

MAR 2018 – JUN 2021

Experience in analyzing sales funnels, reporting on marketing KPIs, tracking campaign metrics, and monitoring budget performance. Contributed to platform development, conducted competitor studies, and analyzed benchmarking data. Implemented campaigns on various platforms (Spotify, LinkedIn, EA Games, TikTok, Twitch, Twitter), managed partner platforms, and monitored operational flow through Salesforce and ticket management. Provided fast customer service via platform chat.

EDUCATION

Universidad Argentina de la Empresa Bachelor in International Business

MAR 2018 – DEC 2023

Universidad Tecnológica Nacional Full-Stack Developer Diploma

MAR 2022 – DEC 2022

Universidad Argentina de la Empresa Bachelor in Marketing

MAR 2018 – DEC 2021

Honors degree with an average of 8.4/10 with an ACBSP accreditation



PROFILE

Multicultural Professional with over 5 years of experience in marketing, communication, and administration in multinational companies. Extensive background in brand management, public relations, events, product launches, social media, corporate communication, and sales administration. Overseas experience in Marketing and Customer Support.

CONTACT

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SKILLS

Spanish
(C2)

100%

English
(C1)

100%