

Carolina Alonso

Creative Content Writer | Digital & Social Communication

EXPERIENCE

Digital Content Manager — Aspen (Córdoba, Argentina)

August 2018 – December 2023

- Wrote and edited clear, engaging digital content for web and mobile platforms.
- Created and organized documentation and written materials for internal use.
- Supported digital campaigns and user communication through strategic content.
- Ensured consistency of tone, clarity, and brand voice.

UX/UI Designer — AconcaguaStar (Remote)

January 2024 – Present

- Contributed UX content, microcopy, and user-facing text to improve usability.
- Collaborated remotely with product teams, contributing ideas and content solutions.

EDUCATION

B.A. in Modern Literature (in progress) — Universidad Nacional de Córdoba, Argentina

2020 – Present

Focus on Spanish grammar, contemporary literature, linguistic analysis, and communication theory. Strength in critical reading, academic writing, and semantic precision.

UX/UI Design Certificate — Coderhouse (Online)

March 2024 – June 2024

Community Manager Certificate — Coderhouse (Online)

April 2022 – July 2022

English Language & Literature Diploma — Instituto Hartford (Córdoba)

2018 – 2019

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[Linkedin](#)

SKILLS

Content & Writing: UX Writing, Microcopy, Content Strategy, Information Architecture, Tone & Voice Adaptation, Accessibility, Content Localization (Spanish–English)

Creative Writing

Social Media Content & Captions

Documentation & Reports

Independent Work & Time Management

Canva

Intercultural communication

Translation & interpretation

PROJECTS

Aspen Platform – UX Content & Architecture

Redesigned content structure and improved app usability through better information architecture and UX writing.

LANGUAGES

Spanish – Native
English – Fluent (Advanced)
Hebrew – Basic