

Rodrigo Viola

Digital Marketer / Growth Hacker

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EXPERIENCE

Vairix, Montevideo — *Marketing Executive*

- Responsible for company website maintenance, creation of new pages, edits, and updates
- In charge of landing pages and ad campaigns, as well as marketing automation
- Develop and implement overall marketing strategy and efforts
- Took the company website to a new level and implemented successful ad campaigns, generating a much-needed digital presence
- Improved skills in Google Ads, teamwork, and leadership
- Helped create the current marketing team, previously non-existent

TowerHouse Studio, Montevideo — *Marketing Lead*

- Developed and executed the marketing strategy for the company
- Managed all marketing activities for the growing software house

Power Global Innovation, Barcelona — *Associate / CTO*

- Worked on two projects simultaneously: RankingOnline.es (360 digital agency) and TallerDelPatinete.es (eCommerce website)
- Handled multiple tasks including digital content development, design, development, SEM, inventory management, and website maintenance
- Gained experience in running a small business, international business, and sales

1UP.uy, Montevideo — *Owner*

- Operated personal brand and projects as a freelancer
- Worked with iGaming companies in market research, growth hacking, new market development
- Collaborated with smaller companies on websites, logos, etc.
- Co-organized the Jump! Event in Montevideo, Uruguay

LatamGaming, Montevideo — *Product Manager*

- Project management, graphic design, SEO/SEM, web development, growth hacking and digital marketing
- Oversaw and operated development of 80+ website iGaming affiliate network across Latin America

Trafilea, Montevideo — *Consultant*

- Consulted for digital marketing agency
- Coordinated teams of designers, programmers, copywriters
- Innovated and streamlined customer acquisition process
- Became more involved in digital content production

Apple Inc., Ottawa — *Sales*

Best Buy, Toronto — *Sales*

SKILLS

Communication
Teamwork
Creativity
Detailed
Adaptive
Leadership
HTML5
CSS3
javascript
SEO
SEM
Adobe Creative Suite
MS Office Suite

LANGUAGES

English
Spanish

EDUCATION

Universidad ORT,
Montevideo — *Analista en Marketing*

Algonquin College,
Ottawa — *Advertising & Marketing Communications*

Sheridan College,
Toronto — *Advertising & Design*