






RODRIGO VIOLA

Digital Marketing & Web Developer



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Hello, I'm Rodrigo, I'm currently based in Barcelona working as a freelancer. I've had the opportunity to work with some of the largest iGaming and retail companies in the world. Having an entrepreneurial spirit I run a series of personal projects and am always looking for the next challenge. In my life I've had the chance to live in Canada and Uruguay for many years which enabled me to master both English and Spanish and also study and work in both countries in the fields of client management, marketing and web development. Currently I'm looking for my next challenge.

EDUCATION

Advertising & Design

Sheridan College / 2007-2009 / Toronto, Canada

Advertising & Marketing Communications

Algonquin College / 2009 - 2012 / Ottawa, Canada

Marketing Analyst

ORT University / 2015 - 2017 / Montevideo, Uruguay

SKILLS

Professional

HTML5
CSS3
javascript
React
SEO
Adobe Creative Suit

Personal

Communication
Teamwork
Creativity
Detailed
Adaptive
Leadership

EXPERIENCE

Owner / Freelance – 1UP.uy

Currently I work as a freelancer under my personal brand 1UP.uy. I have a series of personal projects that I operate on the side. In the past years I've worked with leading iGaming companies in Sweden and Malta doing things like market research, growth hacking, and the development of new markets. I also do work with smaller companies which may involve a simple website or logo. In contrast; I've also done things like co-organized the Jump! Event in Montevideo, Uruguay.

Product Manager – LatamGaming – Montevideo, Uruguay

For about two years I worked alongside iGaming affiliate network operator LatamGaming where I was tasked with project management, graphic design, SEO/SEM, web development, growth hacking and digital marketing. I oversaw and operated the development of an 80+ website iGaming affiliate network which spanned all of Latin America.

Consultant – Trafilea – Montevideo, Uruguay

I worked as a consultant for (at the time) a small digital marketing agency Trafilea. I was tasked with coordinating teams of designers, programmers, and copywriters. As well as innovating and streamlining their customer acquisition process. This is when I became more involved in the production process of digital content.