






# 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.