



Virgilio Enrique Aray Valverde

Date of birth: 16/08/1992 | **Nationality:** Ecuadorian | **Gender:** Male | **Phone number:**

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● ABOUT ME

A highly adaptable professional with extensive experience in digital marketing, strategic communication, and international trade. Proven expertise in managing multicultural projects, advising on communication strategies for government and international organizations, and fostering global cooperation. Skilled at delivering impactful messaging in complex environments, ensuring clarity and alignment with organizational objectives. Seeking to contribute to innovative and impactful initiatives within international organizations.

● WORK EXPERIENCE

10/2024 – CURRENT Warsaw, Poland

COMMERCIAL REPRESENTATIVE FOR THE MEDITERRANEAN AND MAGHREB REGIONS MEKANO X

- Representing the company in B2B sales of factory automation equipment for governments and industries.
- Developing business opportunities and negotiating partnerships in Southern Europe, North Africa, and the Middle East.
- Working autonomously under a professional services contract, leveraging cultural knowledge for effective business relations.

07/2018 – 10/2024 Miami, Florida, United States

COMMUNICATION AND MARKETING CONSULTANT AI LLC

- Designed strategies to position Ecuadorian products in global markets (Amazon, eBay, Etsy, Walmart).
- Developed communication campaigns to enhance the visibility of Ecuadorian exports.
- Established a public-private partnership with the Ecuadorian government to boost export initiatives.
- Implemented advanced payment systems (Stripe, Wise) and developed a U.S.-based corporate entity.
- Designed, developed, and delivered courses, webinars, and in-person seminars for Amazon sellers in the region, focusing on strategies for marketplace success, product optimization, and e-commerce growth.
- Trained sellers in advanced Amazon tools, marketing techniques, and effective sales strategies tailored to regional markets.

Website www.aray.ec

07/2024 – 09/2024 Brussels, Belgium

MARKETING AND COMMUNICATION ASSISTANT (ERASMUS+ INTERN) BEYOND THE HORIZON

- Drafted the organization's annual report, consolidating achievements and outlining strategic goals.
- Designed communication strategies for various EU-funded projects, ensuring compliance with funding guidelines.
- Supported the implementation of digital marketing initiatives to promote visibility and engagement across Europe.

05/2023 – 03/2024 Brussels, Belgium

ECUADORIAN PARTNER CITIZENLAB

- Provided consultancy for citizen participation technologies tailored to local governments.
- Facilitated project development to improve governance through innovative digital tools.

- Advised on international cooperation strategies with embassies and global organizations.
- Supported the design and implementation of strategic communication policies to strengthen international relations.

Business or Sector Public administration and defence; compulsory social security | **Email** comunicacion@cpccs.gob.ec

02/2020 – 02/2022 Quito , Ecuador
ASSISTANT FILM DIRECTOR MINISTRY OF CULTURE

- Conducted compliance assessments for film programming based on Ecuadorian age-group regulations.
- Collaborated on cultural initiatives to promote local and international cinema.
- Montessori Teaching Certification for Children.
- Video editing for coastal municipalities in Ecuador, with a focus on Gulf communities and mangrove conservation. Projects include "Shorts of the Gulf."

2014 – 2022 Guayaquil, Ecuador
CULTURAL SERVICES MANAGER OMERTA PRODUCCIONES

- Providing cultural and audiovisual services since 2014
- Producer for various community film festivals
 - Winner of Best Short Film at INFEST (International Festival of Short Films) in Quito
 - Script Advisor and Project Manager for various cultural projects in both the public and private sectors.

2010 – 2010 Quito, Ecuador
CORRESPONDENCE CLERK PRESIDENCY OF THE REPUBLIC OF ECUADOR

Intern
Assisted in the Correspondence and Archives Department of the Presidential Palace (Internship).

● **EDUCATION AND TRAINING**

09/2023 – 09/2024 Bari , Italy
MASTER IN PHILOSOPHY, POLITICS AND ECONOMICS IN MEDITERRANEAN PPE University of Bari Aldo Moro

2015 – 2019 Quito , Ecuador
BACHELOR'S DEGREE IN COMMUNICATION UDLA

2017 – 2017 Toledo , Spain
EXCHANGE PROGRAM UCLM

● **LANGUAGE SKILLS**

Mother tongue(s): **SPANISH**
Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	C1	C1	C1	C1	C1
ITALIAN	C1	C1	C1	C1	C1

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **DIGITAL SKILLS**

Padronanza suite Adobe (Illustrator, Photoshop, Indesign e Premiere Pro | Social Network | Padronanza del Pacchetto Office (Word Excel PowerPoint ecc) | Competenze nella gestione negozi e-commerce (Ebay, Amazon e ecc...) | Certificazione Hubspot Digital Marketing | Google: (Google Business, Google ADS, Google Analytics) | Discrete competenze di grafica per la creazione di contenuti anche digitali (Canva, Inkscape) | Software gestionali(Slack, Trello)

● **HOBBIES AND INTERESTS**

Calcio

Cinema

Viaggiare

Cucinare

Lover of the Mediterranean

● **VOLUNTEERING**

2017 – 2017 Athens, Greece

Workaway

- Assisted Syrian refugee families through Workaway, fostering integration and providing essential services.

11/2022 – 11/2023 Paris, France

Working Holiday Visa France (Vacances-travail)

- I have had the opportunity to work and immerse myself in French culture across different regions of France, which has significantly contributed to improving my French language skills. My experiences include working at a ski resort in the French Alps, where I managed reservations and collaborated with the housekeeping team, and in Paris, where I worked in the bar area of a hostel. These roles not only enhanced my professional skills but also allowed me to deepen my understanding of regional accents, customs, and the nuances of the French language.

● **RECOMMENDATIONS**

Michele Mangini Professore Ordinario Dipartimento Di Giurisprudenza

Coordinator of the Master's program in Politics, Economics, and Philosophy (PPE) at UNIBA.

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