



# Hello! My name is Lautaro.

I started my professional career in an advertising agency six years ago as a Community Manager. I wanted to go deeper in the world of branding and social media businesses and I had the pleasure of working with brands like Netflix, Spotify & Warner Bros., and others.

I developed content for Always-On, ATL/BTL advertising, and the production of audiovisual content. I was also involved in the assembly of several branding campaigns and coverages with influencers and celebrities.

As I'm a curious human, being in that position allowed me to craft my expertise. I went from CM to Copywriter, Content Creator, Content Manager and finally reached the position of Product Manager in the last 2 years working with diverse IT brands and managing teams and clients for B2B, B2C, SaaS companies in need of digital solutions, websites, and applications.

Lastly, I decided to enroll on a six months UX-UI bootcamp where I dug deeper into areas that I didn't know. Although I'm just starting I'm willing to learn and put the effort required as I did in my previous jobs, I'm committed to become a better professional and incorporate other handy skills into my daily life.

Find me at:

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Spanish (Native) / English (Professional level)

About me:

Games

Plant-based

Cats (proud dad of two)

Nine Inch Nails

Scan the QR and let's talk! 📱

## Tools y methodologies

**FRAMEWORKS**

Agile Methodology, Sprint Planning, Kanban, User Research, Product Lifecycle, Product Architecture Information, Visual Design, Design Thinking.

**TOOLSET**

Figma, Notion, Trello, Jira, Confluence, Miro, Airtable, Asana, Teamwork, Later, WordPress, Google Suite, Squarespace, Framer

**DIGITAL MARKETING**

Social Media Strategy, Content Creation, Copywriting, SEO, Email Marketing.

## Work Experience

**Freelance**

Barcelona | 2020 - Current

- Workflow Optimization and Operations Calibration
- Daily Tasks and Reporting
- Client management
- Roadmap construction and deliverables commitment
- Audit Workshops
- Discovery Sessions
- Resources allocation
- Library & Agency Content Breakdown
- Interviewing Candidates
- Catch-Ups management
- Task creation
- Weekly Retrospectives and ways to improve
- Case Studies & Social Media Planning
- Stakeholders & Company Reporting Decks

**Avatar**

Argentina | 2018 - 2020

- Content planning, prioritization and resources management
- Content Creation and Copywriting
- Creation of a Brand guidelines
- Premiere and social events coverage
- Keyword Research and SEO guidelines to optimize content
- Coordination with Ads team and Marketing Teams to
- Creation of various content types (presentations, articles, infographics) with relevant tone and style, following the respective styleguides of the brand
- Targeting content to specific audiences and focus on trending topics
- Client's feedback calibration and scope

**Circus**

Argentina | 2017 - 2018

- Management of priorities in a planned content
- Social Media Planning
- Content Creation and Copywriting
- Premieres and social events coverage
- Targeting content to specific local audiences
- Generating content based on trends
- Daily insight search and metrics reports
- Script and storytelling building
- Collaboration with a wide range of influencers and artist
- Brand strategies for develop users engagement
- Weekly report planning and presentation for client
- Internship leadership and WarRoom experience

**Some of the projects that I liked the most**

- Merlí - Cátedra para Peripatéticos
- El Profesor (La Casa de Papel) goes public on Twitter
- No Mires Netflix
- Festival Más - Natura
- El mundo es más bonito con vos - Natura
- Natura Rock in Río
- Quilmes Clásica

## Brands that I've worked with: ...

Netflix

Spotify

Warner Bros.

Natura

Cinelytic

MUV - Conductores

SalonLife

Evolus

Vidi.Art

nOps - Cloud Management Platform

Arcor

Cardinal Financial Company

Conversight.ia

Molinos

Quilmes