

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 &

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 were 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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iautarocurto@gmail.com

Spanish (Native) / English (Professional level)

Warner Bros., and others.

About me:

Games

Plant-based

Cats (proud dad of two)

Nine Inch Nails

Scan the QR and let's talk!



Tools y methodologies



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

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

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

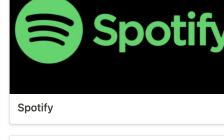
• Merlí - Cátedra para Peripatéticos

- El Profesor (La Casa de Papel) goes public on Twitter
- Festival Más Natura
- El mundo es más bonito con vos Natura

Some of the projects that I liked the most

- No Mires Netflix
- Natura Rock in Rio
- Quilmes Clásica
- Brands that I've worked with: ...

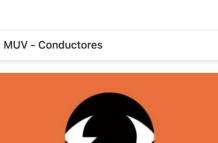


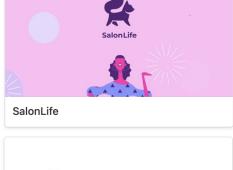






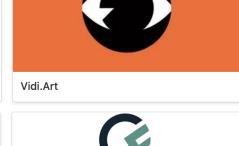






InOps







Arcor





nOps - Cloud Management Platform





Quilmes

Conversight.ia