



# LAUTARO LEZCANO

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Date of birth: 19-06-1992

**JOURNALIST | BACHELOR OF COMMUNICATION |  
POSTGRADUATE DIGITAL MARKETING**

## MY BACKGROUND

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My goal is to be part of an institution or company that allow me to develop my professional profile assuming executive challenges and growing responsibilities in relation to decision making. I am interested in the fields of action related to internal, external, institutional and corporate communication, Likewise, the field of Digital Marketing is attractive to me.

My wish is find a job within the aforementioned areas in order to be able to deploy my knowledge and personal enthusiasm, learning continuously with each challenge that be present. However, these areas are desirable, although not exclusive.

## MY EXPERIENCE

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### ONLINE STORE MANAGER

#### **cgdecoracion / daphnebares (2020 - 2021)**

- Edition of ecommerce platform templates
- Content creator and editor
- SEO positioning
- Website maintenance
- CSS design

## SENIOR COMMUNICATOR

### Communication, and public affairs at Professional Civil Engineering Council - Argentina (CPIC) (2017 - 2021)

#### Communication:

- Strategic planning in external communication for the management of the Institutional public profile
- Development in Social Media, online / offline linking strategies
- Development of email marketing campaigns
- Planning in Institutional Social Responsibility
- Maintenance and management of Institutional Identity (Mission, Vision and Values)
- Organization of Events related to the promotion of Engineering and related topics (workshops, cultural activities, among others)
- Management and organization of Congresses and Seminars
- Diffusion and Advertising
- Newsletter creator

#### Public Affairs:

- Assistance in connection with issues of interest to the Board
- Project Assistant in relation to Institutional Public Affairs
- Relationship with related institutions (Argentine Chamber of Construction, CAI, AIE, CPAU, among others)

## COMMUNITY MANAGER

### Dr. Parajón (2019 - 2021)

- Facebook ADS
- Content creator and editor
- SEO positioning
- Post designer
- Video creator
- Image and public affairs
- Diffusion and Advertising
- Newsletter creator

## WEB CONTENT MANAGER

### aseguratuviaje.com / aseguraronline.com (2016 - 2017)

- Website Administration
- Organic Search Engines. SEO.
- Management of Google Ads.
- Landing page maintenance.
- Management of Social Media: Facebook - Instagram.
- Photoshop Designs.
- Metrics analysis in Google Analytics.

## NEWS EDITOR

### **nexofin.com (2014 - 2016)**

- Writing, editing and ranking of news.
- Maintenance of landing page and social media: Facebook, Twitter.
- Network programming using Hootsuite,
- Metrics analysis in Google Analytics.

## MY JOB SKILLS

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- Office, Word, Powerpoint and Excel
- Google Analytics
- Google Ads
- Facebook Ads
- Adobe Photoshop
- Adobe Premiere
- Canva
- Wordpress
- Joomla
- SEO
- SEM
- CSS
- HTML
- Event Planner
- Team Leader

## EDUCATION

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### POSTGRADUATE DIGITAL MARKETING

**Argentine University of the Company (2019-2020)**

### BACHELOR OF COMMUNICATION

**Argentine University of the Company (2012-2016)**

### HIGHER TECHNICIAN IN JOURNALISM

**TEA Institute (2010-2012)**