


NATALIA ISABEL SEIJO ABELENDA



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Passport and US Visitor Visa
valid until 2026

ABOUT ME

I am a results-oriented person. A team player with natural skills for people interaction, and a very creative mindset.

While engaged with constant learning and knowledge sharing, my biggest passion is writing—followed by excellence and collaboration.

I have a solid technical background and a keen sense of ownership and urgency, combined with outstanding communication skills endorsed by many years of product support.

QUALIFICATIONS

Detail-oriented.
Enthusiastic and fast learner.

Familiarized with Agile methodologies, Scrum Framework in particular.

LANGUAGES

Spanish: Native.
English: Fully bilingual.
Portuguese: Very fluent.
French: Basic.

EXPERIENCE

Wunderman Thompson Studios, Montevideo — Copy Editor

OCT 2021 *to Present*

I am currently working in the production of Pharma advertising for Janssen, as a copy editor. This role implies solid team work and communication, as well as focus and effectiveness on getting the assets produced fully compliant in terms of copy content, FDA regulations, AMA and Brand style.

My everyday assignments include being 50% allocated to a team which is fully dedicated to a particular therapeutic area and client, based on pre-defined SLAs and a pre-established, thorough process that copy editors must own, from the Brief request validation, until the final asset approval.

In the remaining 50%, I work in a hybrid team, where we integrate with an Agency of Record (AOR), (in my case it's McCann, NY, where we also produce advertising, in this case based on the Agile methodology and Scrum framework. The result is a faster production of the pieces, based on customer time constraints the client needs. For this team, I am specifically dedicated to proofreading and content approval.

Some of the tools I use everyday are:

- JIRA
- Confluence
- Adobe DC
- Microsoft Word
- SharePoint

Technisys, Montevideo — Technical Writer

MAR 2019 - Jul 2021

I was first involved in creating both technical and functional types of documents that described all digital banking company products, their main features, architecture, and security. This task involved translation, content creation, edition, interviews, meetings with experts, and collaboration with software engineers and graphic designers.

While working for the Assets and Communications Team (2 years) my regular tasks included, among others:

- Periodical review of commercial release product documentation including all new features and enhancements with potential customer impact of the core and omnichannel solutions.
- Content creation of newsletters, communications, templates, and glossaries.
- Commercial documentation review on demand.
- Spanish to English/English to Spanish translations.
- Design and maintenance of the Confluence space dedicated to Product Assets and Communications.

While working for the Scalability Team (4 mos), my regular tasks included, among others:

- Participation in the design and writing of a standardized way to implement (and scale) a software solution based on Agile/Scrum methodologies.
- Research, workshops, interviews, design thinking, flowcharts.
- Content creation, composition, translation, and systematic feedback processing.
- Collaboration with technical writers to generate our own style guide based on Chicago's.

This role demanded a consolidated Agile, and Scrum theory management and provided me with great insight on how this methodology and framework can be applied by teams to successfully scale their projects.

Peer support and cross-team projects are vital for my mindset and motivation. Some of my achievements were:

- In collaboration with the design team, we standardized 70 Frontend basic conversational messages in English adapting them to the company's tone preferences.
- A list of translations and corrections of company internal posts, brochures, flyers, and communications that mostly were about security, policies, certifications, or from the human resources area.

Champion Global Services, Montevideo — CS Representative

OCT 2016 - MAR 2018

Champion established their center in Uruguay to cover new markets and

support new languages. I joined at the very initiation of this process. My role was to provide customer service in Spanish, English, and Portuguese for their entertainment sites (bovada.lv, bodog.eu, bumbet.com) through chats, phone calls, and emails towards the Americas (the US, South America & Brazil). I collaborated on their knowledge base (KB) translation process (EN to SP).

Rebelmouse CMS, Remote (NY) — *Premier Product Support*

APRIL 2015 - JUL 2016

I was part of the Product Support for CMS' Premier customers. Some of the tools we used for that purpose were Django, Zendesk, Redmine, and JIRA. We also did a lot of troubleshooting in the www.rebelmouse.com platform itself for proactive bug detection & report.

While supporting the company's biggest customers, we had a tight SLA (15 minutes) for an email response. This allowed us to cover all the possible scenarios, in terms of urgency levels, with little to no need for phone interaction.

This position demanded constant interaction with devs, AMs, and PMs. I got an invaluable experience by joining a Team that was built with professionals spread all over the world with the highest levels of efficiency.

Tata Consultancy Services, Montevideo — *Project Manager*

JUL 2014 - MAR 2015

I joined the AMEX project as Project Manager. In this role, I was in charge of mostly financial management involving the assignment of development testing hours and resources, for features created for American Express as a customer. Some of the tasks involved cost estimations, funding requests, and a close follow-up to ensure the resources did accomplish the testing hours properly. I was able to perform this through internal tools, such as Clarity PM. On top of that, the position demanded multilevel and complex reporting, which was delivered on a weekly and monthly basis. Proficient in MS Excel.

Sabre Travel Network, Montevideo — *Internal Support Operations Analyst*

MAR 2007 - JAN 2014

Internal Support for the Global Operations Call Center - +250 people - as a subject matter expert towards Siebel CRM - customer relationship management - tool. Worked in coordination with Siebel developers and management to identify bugs and elaborate possible change requests. Participated in and coordinated the UAT process every quarter, for my location.

Training material production and delivery for the new hire generations about the CRM. Collaborated with internal company communications. SOCIAL RESPONSIBILITY: I Performed leadership tasks during the company's community service activities for 3 years in a row.

EDUCATION IN PROGRESS

2019 Superior School of Social Communication (Work University of Uruguay), Montevideo — *Social Communicator.*

College degree with an intermediate diploma. Duration: 2 years.

LATEST EDUCATION

2021 - [Senpai Academy, Montevideo](#) — *Product Manager*

AUGUST - DECEMBER)

Product Manager diploma that complements my background and professional experience providing me with insight on the current market demands for product development, such as innovation, continuous improvement, OKRs, product lifecycle, among others.

2018 - [Brother Creative School](#), Montevideo — *Creative Writing and Art Direction.*

Annual course on a school located in a list of countries, focused on creative writing while reviewing the entire creative process itself, complementing Art Direction. As a student, I got the chance to participate in several workshops and events: BTL at CUP (Círculo Uruguayo de Publicidad), Symbology with Ricardo Cavolo (from Spain), a face to face with Pedro Saborido (Argentinian Producer, Script Writer, and Art Director of Peter Capusotto), Marketing Day event 2018 'Be a Doer'. The course included a weekend exchange experience in Buenos Aires, Argentina, where students from both countries joined efforts and created an advertisement for a local beer brand, BRAHMA. We got the chance to present the concept to the actual client.

2018 [ICUB](#), Montevideo — Portuguese - B2 level achieved.

PAST EDUCATION

[ORT University](#), Montevideo — *Network Administrator*

Higher studies are incomplete. I was able to fully cover CCNA 1 and 2, Digital Systems, and Computer Maintenance.

[ITS \(Buceo Technical School\)](#), Montevideo — *Computing Technician + 'Bachillerato'*

This technical degree in computer science also enabled me for a college education in the engineering field. Along with Maths and Physics, the training involved a wide variety of theoretical and practical skills in the areas of software and hardware. I got to collaborate and assist in the school's computer lab. Tasks included maintenance of the network as

well as of the NT 4, Novell/Client32, Linux Redhat servers, and user administration. I was introduced to Windows, Linux as well as C++, and MySQL.

ANGLO Institute, Montevideo — *Higher Certificate for Advanced English Studies*

Diplomas achieved:

- Basic English Certificate.
- First Certificate for Advanced English Studies.
- Higher Certificate for Advanced English Studies.

HOBBIES

2021 - ECU - Cinema School of Uruguay, Montevideo — *Basic Script Course/Workshop*

September - December

Scripts are one of my greatest passions, radio, TV, cinema or any kind of script. I was able to participate in a basic script workshop during 2021 which consisted in getting to know the basics and the creation of our first 10 minutes (10 pages) shortfilm, using the proper formatting and structure. More details here:

<https://ecu.edu.uy/sitioweb/course/cursotaller-de-guion-inicial/>