

Valentina Preiti



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Experience

Influencer Coordinator

HighScale Ai

August 2024 - Present

- Influencer Research and Outreach: Identify, research, and reach out to potential influencers
- Relationship Management: Build & nurture relationships with KOLs
- Content Strategy: Collaborate with the marketing team to develop creative briefs and video ideas,
- Campaign Execution: Coordinate the logistics of MKT campaigns

Marketing Analyst

Saenz Global

April 2023 - November 2024

- Influencer marketing ownership
- Support in the strategy and execution of PR for Argentina, Uruguay, and Colombia.
- Development of brand presence and strategies

Trade & Branding Marketing Assistant

Rappi Argentina Y Uruguay

Septiembre 2023 - Abril 2024

- Trade Marketing Ownership: Managed banner uploads, promotional offers, activation planning, and promotional calendar execution.
- PR Strategy & Execution: Supported the development and implementation of public relations strategies across Argentina, Uruguay, and Colombia.
- Brand Strategy & Market Presence: Led brand strategy initiatives and strengthened market presence in Argentina and Uruguay.

Marketing Intern

MAC Cosmetics Argentina

March 2022 - April 2023

- Strategically managed Instagram scheduling for @MACCosmeticsArg, engaging a follower base of 383K.
- Developed and executed PR strategies for product campaigns and launches, ensuring effective communication and brand positioning.
- Supported and created comprehensive 360° campaigns for product launches and brand initiatives, driving impact and audience engagement.

Digital Communications Assistant

TheFigCo

April 2021 - June 2022

- Management of Online communities (events, personalized sessions and weekly talks)
- Customer Support: Facebook, Email and Instagram
- Content creation and management of Social Platforms

Education

UADE (Universidad Argentina de la Empresa) 2020 - 2024

Bachelor's Degree in Global Communication

- First bilingual institutional communication program with a global approach.

Skills and Abilities

- Languages:
 - English (C2) – Certified by PET, FCE & CAE (Cambridge University).
 - Native Spanish
- MKT & Analytics: Experience with HubSpot, Go HighLevel, Meta Business Suite, and data-driven decision-making.
- SMM: Proficient in Instagram, Twitter (X), LinkedIn, TikTok, and Facebook, with expertise in content strategy, engagement, and growth.
- Project Management: Skilled in Notion, Monday.com, and Air for planning, collaboration, and process optimization.
- Microsoft Office & Data Analysis: Advanced skills in Word, PowerPoint, and Excel for reporting, presentations, and insights.