

RITA MONTSERRAT IRALA

Digital Marketing | Project Management | Strategic Communication

PROFESSIONAL PROFILE

Marketing and communication professional with experience in project management, digital marketing and event coordination. I stand out for my proactivity, organizational skills and focus on results. I look for remote opportunities to add value with creativity, strategy and commitment.

AREAS OF EXPERTISE

- Digital marketing and social media
- Content production and writing
- Institutional communication
- Project management
- Event coordination
- Executive assistance and account management

EXPERIENCE

Commercial Department Manager - I+ Innovaciones Tecnológicas (2024)

- Client management and commercial follow-up.

Social Media Manager - Equilibre (2024)

- Content strategy and social media management.

Board Assistant - State Alumni Paraguay (2024)

- Support in the organization and logistics of events.

Press Coordinator - EducationUSA Fair (2023)

- Coordination of communication and press coverage.

MundoEbiz - Executive Assistant and Account Executive (2022-2024)

- Administrative management and institutional accounts.

Fundación Banco de Alimentos - Organization of National Fundraiser and Fundraising Dinner (2021-2022)

- Coordination of events and volunteering.

EDUCATION

Certificate in Meta Ads, Google Ads, LinkedIn Ads, Tiktok Ads - Universidad San Ignacio de Loyola - 2025

Marketing and Advertising Engineering - Universidad Americana (2019-2024)

ACCESS Scholarship Program - U.S. Embassy in Paraguay (2016-2018)

LANGUAGES

Spanish (native) | Guaraní (native) | English (advanced)

VOLUNTEERING

- Coordinator - LUCHA Foundation
- Communication Team - State Alumni Paraguay
- Mentor - Latin American Leadership Academy
- Volunteer - Jóvenes Iberoamericanos and Youth Opportunities

DIGITAL TOOLS


- Google Ads, Meta Ads, LinkedIn Ads
- Google Looker Studio, Google Workspace (Docs, Sheets, Slides...)
- Mailchimp and CRM platforms
- Asana, Trello, ClickUp (project management)
- Microsoft Teams and Zoom (communication and collaboration)
- Freepik and Canva (design and visual resources)
- Notion, ChatGPT and AI productivity tools


SKILLS


- Organizational skills

- Teamwork
- Critical thinking
- Leadership
- Responsibility
- Proactivity

CONTACT

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