


# VALENTINA D'AMORIM


S O C I A L   M E D I A   M A N A G E R   &  
D I G I T A L   S T R A T E G I S T

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 valentinadamorim@gmail.com

 Rosario, Santa Fe, ARG

 [My portfolio](#)

 Argentine and Spanish  
Citizenship

## SKILLS

- Hubspot
- Mailchimp
- Trello
- Canva
- Slack
- Asana
- Photoshop (Basic)
- Problem-Solving
- Development of digital marketing strategies
- Flexibility and adaptability
- Teamwork

## EDUCATION

### HTML DEVELOPMENT

Self-taught (Actualidad)

### EMAIL MKT

UTN (May 2023 - July 2023)

### BRANDED CONTENT

Miami Ads School (Apr 2022 - July 2022)

### GROWTH MARKETING

Coder House (May 2021 - July 2021)

### DIPLOMA IN DIGITAL MARKETING AND SOCIAL MEDIA

UTN (Feb 2020 - Jun 2020)

### LAW SCHOOL

UCA (2015-2020)

## PROFILE

Launching my career in law honed my analytical skills. When the pandemic struck, I decided to inject excitement into the situation by immersing myself in the dynamic realm of digital marketing. This transition not only provided me with a fresh perspective but also significantly enhanced my adaptability. Committed to continuous learning, I'm now equipped with a blend of legal expertise and cutting-edge marketing skills, positioning me as a versatile professional ready to tackle challenges in any work environment.

## SOCIAL MEDIA MANAGER & DIGITAL STRATEGIST

FREELANCE 2020 - PRESENT

- Developed effective content grids for brands in various industries.
- Led impactful presentations during business meetings, highlighting the company's benefits and value propositions to ensure the acquisition of new clients.
- Conducted Community Profile classes at Hi Model Agency, providing essential knowledge and skills for the development of models' personal brands.
- Conducted personalized social media consultancies, equipping entrepreneurs with the necessary tools to enhance their digital presence and achieve their business goals
- KPIs Measurement

## SMM & DIGITAL MKT STRATEGIST

GRUPO RESONANCIAS Oct 2021 - Oct 2023

- Elevated brand presence through expert Social Media Management and Community Engagement.
- Led dynamic content creation initiatives, fostering creativity and teamwork in the digital domain.
- Drove e-commerce success through innovative marketing strategies.
- Crafted engaging newsletters, managed client databases, and ensured impactful client interactions.
- Spearheaded audiovisual campaigns as a Creative Director, delivering compelling brand narratives.
- Designed and executed memorable events for clients, showcasing attention to detail and client satisfaction.

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## LANGUAGES

- ENGLISH - C2

FCE and FECELT awarded by Cambridge. Full-time Course Certificate level C2 managed by EF International Language Centers (New York)

- FRENCH - B1

Title of international exams A1, A2 and B1 awarded by the French alliance.

## INTERESTS

- Trips
- Yoga
- Musical instruments
- Volunteers
- Language learning
- Social networks

## EXPERIENCE

### COMMUNITY MANAGER

LA IDEA CREATIVE AGENCY Nov 2021 - May 2022

- Managed communities and planned content schedules for 14 simultaneous social media accounts.
- Coordinated collaboration strategies with influencers to enhance brand visibility, overseeing all stages of the process and ensuring positive and measurable results.
- Developed strong client relationships through regular meetings, fostering collaboration and a deep understanding of their expectations to drive the success of content strategies.

### PERSONAL ENTREPRENEURSHIP

KALYKA.MB May 2020 - Sep 2022

- Developed cutting-edge products that blend creativity and exceptional quality.
- Designed appealing packaging that not only protects but also communicates the distinctive essence of the brand.
- Coordinated precise logistics to ensure timely deliveries and impeccable experiences for customers.
- Provided personalized customer service, creating meaningful connections with clients.
- Managed social media strategies and orchestrated compelling advertising campaigns.
- Produced visual and narrative content that highlights the uniqueness of the brand.
- Coordinated inventory, expenses, and income for sustainable growth.

### LEGAL INTERN

MERCEDES BENZ S.A.U. Nov 2019 - May 2020

### LEGAL INTERN

YPF ENERGÍA ELÉCTRICA S.A. Oct 2018 - Oct 2019

### PARALEGAL

MARVAL, O'FARREL & MAIRAL ESTUDIO JURÍDICO 2017-2018