

VÍCTOR LAURENCENA

BACHELOR IN SOCIAL COMMUNICATION

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PROFILE

I am a Technical and Content Writer with over a decade of working experience. My expertise lies in creating engaging and informative documentation and content. I specialize in producing clear and concise technical documentation for software. I can also write captivating articles and content for various industries.

EDUCATION

- 2007 - 2014 | UNIVERSIDAD NACIONAL DE LA PLATA
Bachelor's Degree in Social Communication oriented in Journalism (completed).

COURSES AND CERTIFICATIONS

- 2021 | CODERHOUSE
Web Development (HTML, CSS, SaSS, JavaScript, jQuery, and React).
- 2020 - 2021 | UDEMY
The Complete 2021 Web Development Bootcamp, by Angela Yu (HTML, CSS, JavaScript, jQuery, Node.js, React.js, and MongoDB).

LANGUAGES

- SPANISH (native)
- ENGLISH (advanced)

TOOLS & SKILLS

WordPress | Confluence | APIs
HTML | CSS | JS | Object Pascal | React
Version Control | VS Code | Jira | Scrum
Agile | Snagit | Wiki | CMS | Markdown
Virtual Machines | AWS | Release Notes
Trello | Postman | SEO | Google Drive

WORK EXPERIENCE

- 2024 - TODAY | LEAN TECH
Technical Writer. Responsible for creating and maintaining internal and external technical documentation for a U.S.-based visibility solution tailored to the chemical supply chain. Collaborate closely with PMs, Developers, UI/UX Designers, and QA Engineers to ensure documentation is accurate, user-focused, and aligned with project requirements.
- 2022 - 2024 | JALASOFT
Technical Writer. Created and maintained technical documentation for software solutions, including cross-platform apps, testing frameworks, and SQL databases. Collaborated with PMs, Architects, and Developers to ensure accurate, user-focused content that enhances product usability.
- 2019 - 2022 | DIFFERENT CLIENTS
Freelance Writer. Wrote and edited SEO articles, email marketing campaigns, landing pages, newsletters, and reports. I have worked for clients from different industries and countries, including Chili (marketing agency), GiG (iGaming platform), Speech PR (PR agency), Becrit (sports nutrition), and GrowPro (education experiences).
- 2018 - 2019 | LA VOZ DEL INTERIOR Y LOS ANDES
Correspondent. I was a correspondent in the City of Buenos Aires for these two newspapers' printed and digital editions. My work focused on politics, economy, and society.
- 2012 - 2018 | RUMBOS
Web Editor & Staff Writer. Led a team of four in daily editorial operations while crafting strategies to boost website traffic and social media engagement using tools like Google Analytics and Comscore. Also wrote in-depth interviews and articles about culture, technology, science, and travel for Rumbos Magazine's print edition.