

# Marina Torchiari

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## Knowledge and Skills

- Extensive Project Management and Coordination skills of multi-cultural teams, onsite and remotely.
- Marketing & Advertising. Campaign development, start up, follow up, metrics and results.
- PR & Communication.
- Search Engine MKT & Search Engine Optimization.
- Email marketing. Campaign development, tools and reporting.
- Content Management. Content strategy and production, both in English and Spanish.
- WordPress development. General knowledge of PHP, CSS, HTML with more than 14 years of experience with the platform.
- Fluent in English, Spanish, basic French and Portuguese languages.

## Professional Experience

- Instaclick (May 2019 – June 2022) Buenos Aires, Argentina

Project Manager » Development Project Manager, IT and DevOps coordinator while keeping my position as Email Team Lead in a full remote environment. (Started Feb 2021)

Email Campaigns Team Lead » Planning and setting up mass- mailing campaigns for large volumes and high conversion, scheduling, and automation workflows design. GDPR, CAN-SPAM & DMARC/SPF compliance. Layout creation in responsive HTML, Spanish & English content creation and team coordination. Liaison with other areas of the company like Development, Sales and Systems in Toronto, Novi Sad, Prague and Spain. Advanced tools: Kibana, MailerQ, MySQL, Rabbit MQ and company developed systems.

- Business Consulting (January 2006 – now) Buenos Aires, Argentina

*Freelance consultant* » Entertainment, media and internet related business consulting. Analysis and development of commercial campaigns. Planning and Project management. Content strategy, email marketing, search engine optimization and training.

- Disoma S.R.L (April 2018 – March 2019) Buenos Aires, Argentina

*Marketing and business operations consultant* » Estimates, budgeting, coordination and invoicing. Third-party and strategic partners liaison. External: Account management, presentations, basic graphic design, email marketing and reporting, online ads and analytics.

- Arrebeef (October 2013 – June 2014) Buenos Aires, Argentina - *Assistant to Board of Directors*
- Savant Pharm (October 2011 – August 2012) Arroyito, Córdoba

*Marketing manager for FABOP brand and digital services* » Marketing planning for FABOP brand, contact for advertising agencies and suppliers. Creation, development and coordination of digital campaigns for entire company as Digital Marketing Manager with 2 direct reports. Internal Innovation Committee.

- Lic. Ricardo Esteves (October 2006 – February 2008) Buenos Aires, Argentina - *Personal Assistant*
- G2M Producciones S.A. (October 2003 – March 2006) Córdoba, Argentina - *Executive Producer – Partner*
- Free lance producer (June 2002 – October 2003) Buenos Aires, Argentina
- Cinetauro (April 2001 – January 2002) Buenos Aires, Argentina - *Publicist*
- Souto (November 2000 – April 2001) Buenos Aires, Argentina - *Freelance Producer*
- Independent Project (January 2000 – November 2000) Buenos Aires, Argentina - *Production Director*
- Leo Burnett Arg. (July 1999 – December 1999) Buenos Aires, Argentina - *Advertising Media Producer*

## Studies and Courses

- Data Camp: Data Science for Everyone, Data Engineering for Everyone, Introduction to SQL, Join Data in SQL, Introduction to Python, Intermediate Python, Introduction to Data Engineering August 2021
- ELK Quick Start and Fundamentals, December 2020
- Google Analytics IQ, 2015 and 2019
- Google Ads, 2019
- Google AdWords, 2015
- Mobile Apps Analytics, Google Analytics Academy, 2015
- Search Engine Optimization – Esc. De Negocios Universidad CAECE, November 2008.
- WordCamp Buenos Aires, October 2007.
- SMX (Search Marketing Expo) Buenos Aires, October 2007.
- Search Engine Marketing, Cámara Argentina de Anunciantes, June 2007.
- **Universidad Del Salvador “Political Marketing. Campaigns, media and electoral strategies”, 2006.**
- **Advertising “Universidad de Belgrano” (graduate) 1995.**
- **Graphic Design “Escuela de Bellas Artes” (graduate) 1993.**