

Marina Torchiari

Argentina – Fecha de nac.: 13.07.1974

Buenos Aires (B1879AGA) – Argentina

<http://torchiari.com.ar>

[+54911 3583 8992](tel:+5491135838992)

Knowledge and Skills

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

Professional Experience

- Interclick SAS (May 2019 – now) Buenos Aires, Argentina

Email Campaigns Team Lead » Planning and setting up mass- mailing campaigns for large volumes and high conversion. 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. Advanced tools: MailerQ, MySQL 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-parties and strategic partners liaison. External: Account management, presentations, basic graphic design, email marketing and reporting, online ads and analytics support.

- 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. Participant of 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 – Coordinator

- Leo Burnett Arg. (July 1999 – December 1999) Buenos Aires, Argentina

Advertising agency media producer

- Flip-flop producciones gráficas (Agulla & Baccetti) (April 1999 – June 1999) Buenos Aires, Argentina

Graphics and pre-press coordinator

- Stermann + Viggiano (December 1997 – March 1999) Buenos Aires, Argentina

Account executive / Team Leader

- Savaglio TBWA (June 1997 – November 1997) Buenos Aires, Argentina

Advertising agency media producer

Studies and Courses

- Google Analytics IQ, 2019
- Google Ads, 2019
- Google AdWords, 2015
- Google Analytics IQ, 2015
- Mobile Apps Analytics Fundamentals, 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.
- Marketing en buscadores (Search Engine Marketing), Cámara Argentina de Anunciantes, June 2007.
- **Universidad Del Salvador “Political Marketing. Campaigns, media and electoral strategies”, 2006.**
- **Advertising Technician “Universidad de Belgrano” (graduate) 1995.**
- **Graphic Design “Escuela de Bellas Artes” (graduate) 1993.**
- High School Educational Oriented “Escuela Nacional Normal de Quilmes” (graduate) 1992.