



MARÍA EUGENIA BERNABEU

ADVERTISING AND INSTITUTIONAL COMMUNICATION

2015 - 2018

Catholic University of Argentina

ABOUT ME

Argentine and Italian

 Buenos Aires, Argentina.

10 - 01 - 1996

I am passionate about generating creative strategies based on market research, discovering insights, pains and creating personalized content. I am a fan of the synergy that comes from teamwork.

CONTACT

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LANGUAGES

> SPANISH - Native

> ENGLISH - Advance
First Certificate 2014

> ITALIAN - Basic
Level 2 - CUI (University Language Center)

EXPERIENCE

> CONTENT SPECIALIST - TALENTLY

SEP 2023 - PRESENT. Strategy and content creation for own communication channels: LinkedIn, Instagram, Facebook, Facebook, Twitter, Youtube. Content creation for paid media: Meta ADS, Email MKT and LinkedIn Prospecting. Copywriting for Website and BLOG. Content for B2B and B2C. Benchmarking and reporting through dashboard.

> COMMUNICATION AND CONTENT LEADER - CRANDI ONLINE

MAR 2023 - TODAY - Content Leader of Email MKT, RRSS, Blogging of all clients. Benchmarking and market research. Strategy and proofreading of different content for creative pieces: email marketing, Social Media, Digital Branding and Performance Campaigns, Landing Page, Websites, Blogging, LinkedIn Prospecting, etc. Dependents

> COPYWRITING / CONTENT STRATEGY - CRANDI ONLINE

NOV 2022 - FEB 2023 - - Benchmarking and market research. Strategy and writing of different contents for creative pieces

> DIGITAL MKT ANALYST - SUPERMERCADOS DIA

SEP 2020 - JUL 2022 - - In charge of advertising content in Digital Media. RRSS, Email Mkt, Ecommerce, App ClubDIA, Media Advertising (Facebook, Instagram, YouTube, Programmatic, Google, Direct Media). Leader in events of CACE (Argentine Chamber of Electronic Commerce). Reporting (Analytics, Data Studio)

> MKT AND ADVERTISING ANALYST - SUPERMERCADOS DIA

JUN 2019 - SEP 2020- - In charge of advertising content for TV, Radio, Newspapers, Public Roads, Expertas Magazine and Expertas TV.

> ASSISTANT - AUDIOVISUAL PRODUCTION FEB 2019 - JUN 2020

> PASANT - MAGNO AGENCY / FREELANCER FEB 2016 - DIC 2018

OTHER STUDIES

> ADVANCED NETWORK ADVERTISING MAR 2021 - ABRIL 2021 Coder House

> BACHELOR IN SOCIAL SCIENCES MAR 2008 - DIC 2014 Instituto San José

SKILLS

> DESIGN -Photoshop, Illustrator, Premiere Pro, After Effects, Canva, Wix

> OFFICE - Word, Excel, Power Point

> COPYWRITING - Email, RRSS, Websites, Performance and Branding Campaigns.

> ANALYSIS - Google Analytics, Data Studio, Tag Manager