GIULIANA GIACHELLO

Bachelor's Degree in Marketing



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CABA - C1206

Skills

- Content Writing / Copywriting
- Data analysis
- Branding
- Problem solving
- Market research
- Creative, detailed, organized.
- Community Manager

Tools

- Office Suite: Excel, Word, Power Point.
- Google Analytics, Google Ads, Meta Ads, Looker Studio, PowerBI.
- Social media
- Canva, Cap Cut, Mojo.
- MailChimp
- HubSpot, SEMRush, SimilarWeb, KeyWord Tool, AnswerThePublic, Google Trends.
- Trello, Notion, Miró.

Language

English C1

Portuguese C1

French A1

About me

Bachelor's Degree in Marketing with a focus on Digital Business, with a GPA of 8.6. I am constantly seeking new challenges and opportunities to further deepen my knowledge.

Work experience

Digital Marketing Intern

Farmacity - Get The Look | Oct 2022 - Dec 2023

- Management of materials and banners for different digital channels.
- Development and execution of strategy and content, including social media management, website, online advertising campaigns (paid media) and performance metrics analysis..
- Develop monthly channel performance reports, using tools such as BI, Google Analytics and Looker Studio
- Analysis of trends and competence.
- Monitoring and support budget management and invoice approval.
- Coordination with the commercial team, ecommerce and with the different suppliers.

Achievements:

- Hot Sale: social media campaign, created valuable and interactive content, and offered special discounts and coupons. Additionally, we created an Instagram channel to build a community and provide exclusive previews.

- Father's Day Campaign: Planned, executed, and monitored the campaign, utilizing new formats and collaborating with influencers. We exceeded the objectives by 30%.

Volunteer

Asociación Pilares | Oct 2020 - Nov 2021

- Provided academic support.
- Developed students' cognitive skills.

Education

Marketing oriented in Digital Business Universidad del Salvador | 2020 - 2023. **Bachelor in Economy** Instituto Ntra. Sra. del Pilar | 2014 - 2019 GPA: 8.78 **Celpe-Bras (Certificate of Proficiency in Portuguese Language for Foreigners)** National Institute for Educational Studies and Research Anísio Teixeira (Inep) | Oct 2019 **First Certificate Exam (FCE)** Cambridge Assessment Engligh | Dec 2019 **INSIDE LVMH Certificate** LVMH | May 2023 - June 2023 **Power BI** Coderhouse | Nov 2023 - Jan 2024 **Community Manager** Des(a)nudando el Marketing | April 2024