ROCÍO AYLÉN MANDARÁ

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PROFESSIONAL PROFILE

I hold a Bachelor's degree in International Studies and a Technical Degree in Journalism, with experience in communication and administrative coordination. I excel in organizational tasks, schedule management, and logistics, as well as in preparing reports and executive presentations. Proactive, detail-oriented, and flexible, I thrive in dynamic environments, both independently and as part of a team.

PROFESSIONAL EXPERIENCE

Publicis Groupe – Buenos Aires, Argentina

Trade Auxiliary (2024 – Present)

- Creation and analysis of advertising campaign reports.
- Development of reports for the team and senior management.
- Management and follow-up of meetings and agreements with media partners.

Trade Trainee (February 2024 – September 2024)

- Administrative media data entry in the Advertmind system.
- Sending and tracking emails and agreement letters.
- Basic tasks related to the Digitrade platform.
- Preparation of basic reports in Advertmind.

EDUCATION

Torcuato Di Tella University– Buenos Aires, Argentina
Bachelor's Degree in International Studies (2021 – 2025)

- Exchange program at Universität St. Gallen, Switzerland (Sept – Dec 2023)
- Research assistant in the LARD project (July 2024 – July 2025)

Instituto ETER – Buenos Aires, Argentina
Higher Technical Degree in Journalism and Content Production (2022 – 2024)

Lincoln Hall School- Buenos Aires, Argentina
Bilingual High School Diploma in Science and Humanities (2016 – 2020)

- IB (International Baccalaureate) Program

SKILLS & LANGUAGES

- **Skills:** Microsoft Office Software (Word, Excel, PowerPoint), SQL, Tableau
- **Languages:** Spanish (Native), English (Advanced – First Certificate 2018)