FLORENCIA ENDL

DIGITAL MEDIA SPECIALIST

EXPERTISE

Social media
Task management
Team work
Planning and executing projects
Creative content
Getting Work Done
Empathy



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Buenos Aires, Argentina
Portfolio: https://bit.ly/3lUd9nl

LANGUAGES

Spanish: Native
English:
Certificate in Advanced English (CAE)
First Certificate in English (FCE)
Trinity Exam level 8

WORK EXPERIENCE

THE WALT DISNEY COMPANY LATAM

(2019 - Current position) Social Media Coordinator / Remote job
@disneychannel_la, @disneyxdla, @disneyjuniorla, @disneybia

- Accountable for devising, analyzing and executing a social media strategy across platforms
- Ownership of the visual aesthetic, brand voice, content direction and growth strategies across all organic social media channels
- Oversee and manage projects with multiple stakeholders
- Work directly with marketing and creative team to execute social content
- Work with key stakeholders to develop a social strategy globally
- Implement marketing strategy in our region
- Own and drive social media campaigns
- Coordinate both design and marketing team
- Understand and monitor best practices, trends, methodologies, and technologies/platforms in the ever-changing social landscape
- In addition to my SMC role, I worked in the Diversity and Inclusion team (LATAM)

BLACK & WHITE ZEBRA

(2021-2022) Social Media Manager + Content Director / Remote job
@thedigitalpm, @theproductmngr, @theqalead, @peoplemanagingpeople

- Responsible for developing breakthrough social media strategies, campaigns and content to engage and grow the communities
- Manage and oversee social media content for all the company's communities
- Build an ongoing content calendar
- Develop and lead the execution of social media in partnership with internal creative teams and cross-functional third parties
- Use social media marketing tools, such us Loomly, Hootsuite and QuuPromote
- Gather and share the highlights and achievements of the company's community
- Maintain an expert-level knowledge of our product and systems as well as curiosity of new trends within our industry
- Partner with editors to develop clever concepts for content that compels click-throughs on our social media platforms

ARTEAR: EL TRECE (TV CHANNEL)

(2015-2019) Social Media Manager + Journalist
@eltrecetv, @showmatch, @gpcocina

- Social media strategy and goal setting
- Content management
- Develop of brand awareness
- Identify Target Customers
- Increase brand presence in Facebook, Twitter and Instagram
- Specialized in providing and writing relevant content for the website (https://www.eltrecetv.com.ar/)
- Interviewing local celebrities
- Collaborate across teams to promote the content which included pre-recorded video interviews, digital articles, branded content, and live video events.
- Ensure tone is consistent with the brand

FREELANCING

(2012-2021) Social media manager + Content director

A little bit of "everything" role. Since 2014 I've been working as a freelancer, creating, directing, overseeing and -in many cases- executing the social media strategy for both organic and paid campaigns.
Here are some of my clients: @mundotkmcom (media), @destinosanjavier (musical band from @sonymusicargentina), @tognispizza & @dogg_house (gastronomy); and @fiestaplop & @instapuerca (entertainment).

EDUCATION

Postgraduate degree in Investigative journalism, 2016. *Universidad del Salvador, Buenos Aires, Argentina*

Degree in Journalism, 2013. *Tea y Deportea, Buenos Aires, Argentina.*

Workshops + Seminars:
Content Marketing (2022) *Coder House*, **Growth Marketing** (2021) *Coder House*, **Branded content** (2020) *Grow School*, **Google Ads** (2020) *Tematika*, **Google Trends** (2019) *Tematika*, **Facebook and Instagram Ads** (2018) *Grow School*, **Digital Marketing** (2018) *Educación IT*, **Community Management** (2017) *Escuela Kaizen*, **Adobe Premiere Pro** (2016) *Image Campus*, **Adobe Photoshop** (2015) *Image Campus*, **Community Management** (2014) *Uba Capacitarte.*