Marina Iusem

Add.: 4229 Lezica St, 2nd Floor, C.A.B.A, Argentina.
Mob: +54 9 11 5037-6347
E-mail: marina.iusem@gmail.com
Skype: marina.iusem

SKILLS

Excellent communication - Creativity - Innovation - Digital user - Commitment - Team work - Experience working in regional teams - Fluent in languages

PROFESSIONAL EXPERIENCE

IMS (Internet Media Services) May 2016 – May 2019

Sr. Content Specialist

Content strategy and communications.

Product marketing: media kits y and educational courses for IMS business partners in Latin America: Twitter, LinkedIn, Spotify, Snapchat, and others.
Content marketing plan development targeted for different audiences: partners, clients and staff. Responsible for projects involving the corporate website. Thought leadership content production about digital marketing trends, presentations for events and webinars, video marketing. Promotion through social media channels.
Brand identity development: person in charge of negotiation for speaking opportunities in industry events.
Relationship with third party agencies (creative, Web design and audiovisual).

Getty Images Mar 2013 – May 2016

Regional Marketing Manager

Strategic marketing, Online and offline communications, Product marketing.

Responsible for marketing planning and execution for Latin America and US Hispanic. Tactical objectives set up according to commercial focus and incentives planning for the sales team. Marketing budget management. Branding and social selling.

Getty Images Jul 2011 – Feb 2013

Sr. Marketing Analyst

E-mail marketing and social media.

In charge of e-mail marketing, communications, social media and messaging for the different product and services. Relationship with third party graphic and web design agencies.

Licencias Online August 2008 – July 2011

Communications Analyst
PR & Comms

Responsible for the corporate website, creative copywriting and e-mail marketing execution. PR strategy development: press releases, launch events organization and negotiation with media. Media planning and ad buying. Marketing activities development and execution together with the company partners: Microsoft, Symantec, Citrix, VMware, and others.

Insite Latin America SRL July 2007 – February 2008

Junior Web Copywriter
Content production for websites and e-mail marketing for the Hewlett Packard account.

EDUCATION

Pontifical Catholic University of Argentina
Marketing Postgraduate Course March 2012 - December 2012

University of Buenos Aires March 2001 - September 2009
Bachelor of Arts (Communication)
Specialty in Advertising and Public Opinion

Colegio Nacional de Buenos Aires March 1995 - December 1999
High School

LANGUAGES

Spanish - Native speaker
English - Full professional proficiency
Portuguese - Full professional proficiency
Italian - Limited working proficiency

IT

Wordpress - Microsoft Dynamics CRM y ERP - Basecamp - Splash