

Prandi, Agustina

Caballito, Buenos Aires City, Buenos Aires, Argentina
LinkedIn: https://www.linkedin.com/in/agustina-prandi
Mobile Phone: +54 9 11 4946 6872
agusprandi@gmail.com

Project manager and Digital Marketing Professional for more than 13 years, with extensive experience and knowledge in Digital Marketing. In permanent growth and search for new challenges and personal development. Technology fan and passionate about everything that means to look to the future.

STUDIES

2007 - Degree in International Commerce (interrupted)
Institution: UCES - University of Business and Social Sciences.

2004 - Technique in Advertising and Commercialization.
Institution: FAECC - Foundation of High Studies in Commercial Sciences.

1999 - Bachelor specialized in Communication Sciences.
Institution: Normal School No. 6 "Vicente López y Planes".

OTHER KNOWLEDGES

Business Leadership Seminar - EducaciónBIZ - February 2016

Scrum Master's Certified – August 2019

Languages: *English - Advanced Level / French - Basic Level*

Microsoft Office Package*: Intermediate Level*

Digital Advertising Platforms *such as:*
. Double Click Media (DCM)
. Google Ad Words
. Facebook Ads
. Double Click Studio
. Sizmek Tool
. MediaMath Tool
. JIRA Tool
. WIX Development Platform

WORK EXPERIENCE

2019
The Cactus Group
Sr Business Project Manager
Digital Project Manager for clients from Argentina, USA, and Europe.

- Description of main functions / responsibilities:
Direct relationship with customers, comprehensive monitoring of web projects, defining priorities and estimating production times, managing / assembling budgets / SOWs, monitoring processes and assembling Project Plans / SLAs, assembling reports and presentations, meeting leadership of periodic status (scrums) with internal teams, dealing with suppliers, etc.
- Experience with Offshore Accounts / Clients.
- Business development with new Clients / Accounts.
- Knowledge and experience with Agile methodologies.
- Account Attention:
National: Banco Galicia (corporate banking)
Off-shore (USA and Europe): Slidetown, Knowso, School of Economic Science, Innovate Health, Konect and more.

2016 / 2019
MRM//McCann Argentina (InterPublic Group)
Sr Project Manager – MRM
Digital Manager for General Motors US, Canada & South America - Operations area.
Reference: Catalina Montoya / 011 5751-3939

Description of main functions / responsibilities:
-Direct relationship with customers and production teams, comprehensive monitoring of web projects, definition of priorities and time estimation in conjunction with internal production and quality teams, management / budgeting / SOWs, process management and assembly of SLAs, reporting and presentations, lead periodic status meetings with clients as well as with internal teams, deal with suppliers, experience in the management of offshore clients, etc.

-Knowledge and experience with Agile methodologies.
-Daily relationship with customers and suppliers.
-Persons in charge: 7 employees (PMs Junior / PMs SS / PMs Senior)
-Accounts Management:
May 2016 to October 2017: offshore accounts, mainly from the USA and Europe.
Brands: GoPro, TIAA, Zyrtec, Acuvue, Coke, Band-Aid, FitBit, McCormik, CPW and Staples, among others.
- November 2017 to date: General Motors (USA, South America & Canada).

2015 / 2016
Clienting Group
Account Director – Live Agency by Clienting Group

Description:
-Coordination and direction of all the projects and team work, with internal and external clients.
-Coordination and direction of all CRM projects, Activations, Digital Marketing, Social Networks.
-Understanding of brief / Armed of brief; strategic thinking.
-Daily relationship / Negotiation with customers and suppliers. Monthly billing.
-Persons in charge: 7 employees (account executives and creative team).
-Accounts Management: Peugeot - Citroen, 3M, Serinco, QBE Travel Insurance, Generall Motors, Hausler, FCA (Ford - Chrysler Argentina), and more.

Highlights: 2015 Amdia Award - Peugeot Client - Customer Loyalty Program, managed by Live (my account).

2012 / 2014
Mindshare / Msix (GroupM Company / WPP)
Digital Media Coordinator – Digital Media Agency
Digital Media Coordinator and reference of digital media for all the offline teams.
Reference: Mariela Pol - marielapol@gmail.com / +52 1 55 1333 3472

Description:
-Coordination of all the campaigns and tasks of the digital area, with internal and external clients.
-Client brief comprehension; strategic thinking; development and assembly of flow or visual media annual and / or campaign.
-Full execution of approved proposal; supervision of armed technical specifications, tagging and campaigns implementation, weekly report of campaigns performance, sending of guidelines certifications to the client.
-Negotiation with digital media. Monthly billing.
-Daily relationship with customers and suppliers.
-Management of tools (E-planning, Comscore, Google Analytics, Flash, Microsoft Office, WEB, etc).
-Complementary activities: dictation of digital trainings, within the agency.
-Persons in charge: 3 employees (digital media planners and asistants).

-Accounts Management: Amex, Diageo, Boehringer, Kimberly Clark (local and regional), Vitivinícola Fund, QuickFood, BBVA Argentina and more.

2009 / 2012
Initiative - Mediabrands (InterPublic Group)
Digital Marketing Analyst – Digital Media Agency
Analyst of digital strategies and metrics; reference of digital media, for both external customers and all the offline teams.

-Accounts Management: Unilever Argentina, Embratur, Arcor, Nextel, Molinos Rio de la Plata, Autosal, Kimberly Regional Clarck, Pepsico, Quilmes, GM and others.

2007 / 2009
Media Contacts – Havas Media Group
Sr Digital Media Planner – Digital Media Agency
Digital Media Planner and digital media referent for both external customers and all the offline teams. Reference: Valeria Di Risio

-Accounts Management: Coca Cola Argentina, YPF, Carrefour, LÓreal Argentina, Banco Santander, Renault Argentina and more.

2006 / 2007
Publlicidad 10
Offline & Digital Media Planner – Integrated Advertising Agency
Offline and Digital Media Planner for external clients.

2005 / 2006
Global Mind
Digital Media Assistant – Digital Media Agency
Digital Media Planning assistant for external clients.
Reference: Marina Ines Waldman - marina.waldman@gmail.com - +54 9 11 6924 4614

Accounts Management: Carat Argentina (Telecom Group / Peugeot-Citroen / Phillips / Ferrero), Mediacom Argentina (McDonalds), Lan and more.

2004
Ignis Media Agency
Offline Media Assistant – Media Agency
Leased internship as a traditional media planning assistant for external clients.
Accounts Management:
Roche, Burger King, Ciba Vision, Cash Yes, Dermaglos, and others.