GhidiniRodil
Humanos con recursos

OLIVIA MARTIREN

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WORK EXPERIENCE

- **Product Owner, Digital Libraries at Vi-Da TEC. August 2018 – present**

Responsible for the digital product BiDi - Digital Libraries for universities and companies in LATAM.
Main Responsibilities: creation of the Roadmap for the implementation of the product driven by the company's, customer's and market needs.
Monitoring, follow-up and prioritizing of the projects with the IT, design and UX teams.
Duties involved: monitoring of results and main KPI's to ensure continuous improvement; generation and supervision of the digital strategy maintaining the 360-degree view of the product in coordination with the Marketing, Design, Communication, QA and Development Teams.
Establishing the priorities of the projects accompanying the changes in requirements through agile methodologies in order to meet business objectives.
Meetings with customers to determine their needs, special focus on fomenting client loyalty, legal aspects such as contracts with customers, preparation of service level agreements (SLA) and contracts with international suppliers.
Establish project priorities accompanying the changes and requirements through agile methodologies in order to meet the business objectives.
Project Management cross-products of the company. Definition, planification, execution, follow-up and close. Constant communication with stakeholders about advances, deviations and corrections.
Reporting directly to the Head of Business.

- **Product Owner, Content Program at DLA. May 2015 – August 2018**

Program Owner responsible for the multi-regional "Content" program for Claro video, the America Movil streaming platform which provides streaming video content on demand on a range of electronic devices in LATAM countries.
Communication and Content Management Supervision. Responsible for creating, delivering and evaluating platforms communications that support the product's goals and strategic business plan.
In charge of the "Content" team composed of members from different areas (design, communication, journalism and marketing).
Delegating tasks, monitoring the Team's performance, helping their training and development.
Managing operational tasks and projects within the "Content" program. Planning weekly follow up, training and maintenance. Special focus on optimizing costs, time and improving efficiency.
Liaising with different areas of the company -Technology, Development, Design, UX and UI, Customers, QA, etc. to achieve business objectives.

- **Team Leader at DLA. 2014 – 2015**

Editorial Team Leader for Claro video for Brazil and LATAM regions.

Responsible for all platform functional content and texts like FAQs, communicational flows, Release Manuals and Call Center walking through tutorials.
Coordinating and liaising with various internal areas including IT, Metadata and Web Design to meet the specific area objectives.
Task planning, reviewing and supervising team work and quality control.
Team training focused on ensuring improvement within process and workflows.

- **Sr. Producer at DLA. 2013 - 2014**

Publishing and editing the content of Claro video streaming platform in LATAM countries.
Editing and proofreading functional texts for multi-device and multi-regional products.
Reviewing and validation of the product before launches of new product features.
Updating and weekly testing of the site content in several countries, according to the objectives of regional and local programming schedule.
Designing processes used to meet the objectives set for the monthly publication and updates of the product content.

- **Sr. Producer at Claxson. 2011 - 2013**

Writing and preparation of bilingual (En-Es) newsletters for linear Tv channels (Mixplay Tv and Concert Channel) and for streaming video-on-demand platforms (Claro video and Vicoo).
Content edition for digital platforms and Social Media (Concert Channel).
Responsible for managing content of company platform accounts; updating and uploading content.

- **Spanish Teacher (ELE) at Porto Alegre School, Cracow, Poland. 2008 - 2011**

Teaching Spanish as a foreign language in advanced courses.
Preparing students for the international certificate DELE (Diplomas of Spanish as a Foreign Language).

ADDITIONAL WORK EXPERIENCE

- **Social Media. Food and Wine Spirit. Freelance. 2015 - 2016**

Designing material using Adobe Photoshop to promote products and events on Facebook and Google+.

Writing content for Facebook Ad campaigns and account maintenance.

- **SEM / SEO Consultant. Web Analyst. Freelance. 2013 - 2015**

Website Optimization and Adwords Marketing campaign for SOLACICONGRESS, The Latin American Society of Interventional Cardiology. Search engine optimization, functional analysis and AdWords marketing campaign.

- **Translator. Proof-reading. Galloway Languages and Freelance. Poland. 2008 - 2011**

Translations from English and Polish into Spanish.

Spanish proofreading to ensure the quality and consistency of Spanish materials.

EDUCATION

- **Five-Year Degree in Social Communication. Planning Specialist. Universidad Nacional de Córdoba (UNC). 2008**
- Data Analytics. Digital House, 2019.
- Leadership Development Program – J3 Consultora, 2015.
- Executive Program in Project Management: 66hs, 61 PDU. UBA, 2015.
- Executive Program in Marketing and Strategic Planning. UBA, 2013.
- Executive Program in Advanced Digital Marketing. UBA-Emblue, 2012.
- Digital Image Design. Image Campus, 2012.
- Multimedia Design. UTN, 2011.

TECHNICAL SKILLS

• Adobe: Photoshop, Illustrator, Dreamweaver • Google Analytics • Google AdWords • Webmaster Tools • Social Media • CMS: WordPress • Microsoft Office: Word, Excel, Power Point, Outlook Express • Atlassian: Jira and Confluence •

LANGUAGES

• Spanish: Native-speaker • English: Proficient • Portuguese: Intermediate • Polish: Elementary