Carolina A Eugeni

Digital Marketing

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EDUCATION

Universidad Siglo 21 - *Advertising and Digital Marketing Technicature*
MARCH 2017 - JULY 2019
Graduated - Average Mark: 8.78

Google - *Google Ads Fundamentals*
2018

Google - *Google Ads Search*
2018

UBA Ciencias Económicas / Capacitarte - *Social Media Management*

JULY 2016 - AUGUST 2016
Graduated - Average Mark: 10

UBA Filosofía y Letras - *Licenciatura en Letras*

MARCH 2003 - UNFINISHED
21 Courses - Average Mark: 8

WORK EXPERIENCE

Aseguratuviaje.com - *Marketing Analyst*

DECEMBER 2016 - PRESENT

- External and internal communication strategy for the sales department, social and specialized media, both print and digital, and newsletter campaigns. Content strategy and calendar design, planning and execution, on website and social media. Review of creative pieces (newsletters, pieces and banners).
- Online advertising campaigns implementation, control and monitoring, on display, search and social media. Facebook Ads, Google Ads, Analytics. Control of digital KPIs for the different campaigns. Reputation and crisis management, social listening.
- Competitors and segment monitoring and evaluation.

- FB Groups Project team management, to obtain leads, defend and improve brand reputation within the target audience.
- Constant communication with the Sales and Affiliates departments. Lead generation, Agencies, Influencers and Blogs for the Corporate Sector.
- Basic Joomla and Wordpress.

Freelance - *Freelance Social Media Management*

JANUARY 2016 - PRESENT

- Design, planning and execution of the content strategy and calendar for each brand on social media. Create, analyze, understand and direct the content produced for social media. Daily updates. Storytelling.
- Facebook Ads. Google Adwords. Google Analytics.
  Monitor executed actions and create digital communication strategies. Online brand management. Dialogue, response and moderation when necessary. Monitoring profiles of the competitors and the segment.

The Green Lab - *Owner*

FEBRUARY 2012 - JUNE 2016

- Gastronomic entrepreneurship. Staff: 3
- Project Start up. Social Media y Community Management. Content creation. Brand creation. Product Creation. Sales channels management. Compliance with weekly, monthly and annual sales objectives. Armed, selling and dictated of Workshops and Courses. Evaluation and constant improvements implementation.

Compañía Dermoestética - *Head of training*

MAY 2011 - MARCH 2012

- Training Plan Restructuring, in terms of Products, Sales Techniques, Systems and Administration. Manual creation for each area. Training of personnel when entering the company for all the positions to be filled (Sales representatives, Commercial Supervisors, Administrative Sector and Medical Personnel). Sometimes also participates in the personnel selection.

MARCH 2011 - MAY 2011 - *Sales Supervisor*

- Sales team full planning and coordination to reach sales goals. Training representatives in sales techniques. Carry out all administrative tasks related to the commercial process, movements and statistics.

GuiaLocal.com *- Commercial Chief*

FEBRUARY 2010 - FEBRUARY 2011

- Startup Buenos Aires franchise. Establish: initial target market, sales strategy of each channel (direct and telemarketing), resources of each channel, sales goals; administrative and payment management processes, salaries, incentives and commissions scheme, seller profile of each channel. Sales representatives and moderators recruiting. Training Manual drafting. Sales support material definition and production. CRM development. Full planning and team coordination to achieve goals. Sales techniques training for sales representatives. Team management.

Nuevas Manufacturas (Duke) *- Ejecutivo Regional de Cuentas*

DICIEMBRE 2008 - ENERO 2010

- San Juan, San Luis, Mendoza, La Pampa, Neuquén, Rio Negro, Chubut, Santa Cruz y Tierra del Fuego. Customer portfolio management with approximately 400 stores, including retailers, wholesalers and distributors. Full planning and team management for budget goals in pesos and units. Sales staff assistance and audit of each zone. Sales techniques and customer service training for representatives. Technical training on the correct use of the product for installer. Decision making regarding commercial actions to be taken in each area, (including offers, discounts, promotional prices, etc.) and handling of promotional material. Constant database maintenance and update, call log, orders, etc.

Teletech *- Supervisor Service Delivery*

DICIEMBRE 2005 - OCTUBRE 2008

- Full planning and team management to reach goals and relevant metrics to the Sales Support Desk campaign. Commission settlement according to the individual performance of each employee. Direct contact with the account provider customer to align procedures.
- Winner of the 2007 ACE Award - Mexico Puerto Vallarta for Best Annual Performance awarded by the client

SEPTIEMBRE 2005 - NOVIEMBRE 2005 - *Sales Representative*

- Sales. Attracting new customers and attention to existing ones. Business and Corporate Accounts. Metrics and quality guidelines (Quality Assurance) monitoring requested by the client. Constant training in product and sales techniques.