

# MARIAN VIDELA

## Digital Marketing & Communications Specialist

**ABOUT ME** - I work in strategic management for brand communications: automotive, pharma, politics, entertainment, massive consume and CSR fields. Digital Marketing is my passion and I would love to contribute in the next steps of your organization to achieve an holistic digital transformation.



## TOOLS


### Social Media Campaigns

Facebook Business Manager, Google Analytics, Google Ads, LinkedIn Ads, Instagram and Facebook shopping.

### Social Media Listening & Publishing

Hootsuite, SocialBackers, Sysomos (Meltwater), Synthesio, Brandwatch.

Office Package. Adobe Photoshop & Illustrator. Wix.


Apple lover 

## LANGUAGES

Spanish: Native  
English: Advanced  
Italian: Basic/Intermediate

## CONTACT

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 Buenos Aires

## PROFESSIONAL EXPERIENCE

### Freelance

2015 – Today

- Development of freelance projects: community management, websites development + e-commerce (Wix/Don Web), email marketing, Google Ads, Facebook and Instagram Ads campaigns. Instagram and Facebook shopping. Creative content for press releases, digital media and social media networks.

### Newlink Group

Digital Strategist

2019 – 2020

- Digital communication strategies deployment for brands within the entertainment and mass consumption industries based in Guatemala and USA.
- Paid media strategy and tactical implementation through Facebook, LinkedIn and Google Ads. Community Management. Social listening monitoring for crisis reputation management.

### Roche Laboratories

External Digital Consultant

2018– 2019

- External Digital Communications Consultant for Roche América Latina. Deployment of a content marketing strategy to revamp Roche Latam's online communications platforms and help promote social networks to boost scientific information through social media. KPIs definition to measure comms efforts. Cluster's based paid media efforts. Events coverage.

### Ford Motor Company

Regional Communications Sr. Analyst

2017– 2018

- Development of regional advertising campaigns and communication processes for the South American countries, meeting the objectives and generating efficiencies in costs production. Coordination of the advertising agency. Negotiation with suppliers. Budget management.
- Support throughout the different phases of the advertising campaigns: market analysis, territory definition for each product, creative brief, campaign implementation. Product video and images generation for the EcoSport regional launch. Study and comparison of the different technical vehicle catalogs for each country.

Sr. Corporate & Digital Communications Analyst

2014 – 2017

- Corporate events development and activations with the press. Relationship with influencers and digital media for new communication purposes.
- Coordination of the agency in-house digital team (2 people in charge). Content management for Ford's corporate social media profiles. Events communication through live streamings. Reports consolidation. Content support and alignment for internal communications to employees.

## EDUCATION

Pontificia Universidad Católica  
Argentina Santa María de los  
Buenos Aires  
(2005-2009)  
University Degree in Advertising &  
Corporate Communications

Buenos Aires University  
(2010)  
Diploma in Executive Program  
on Internet Business

UTN FRBA e-Learning Center  
(2018)  
Diploma in Marketing Digital &  
e-Commerce

CODERHOUSE  
(2020)  
Facebook Ads + Google Ads  
Advanced

### Burson-Marsteller (BCW)

Digital Senior Executive

2011 – 2014

- Fully online communications management of social networking profiles for Ford Argentina. Processes and workflows.
- Digital content development for promoted spaces in online media. Scripts generation for live streaming launches. Digital communications consulting and paid media campaigns coordination with the media agency. Monitoring of online activations and Fan Pages performance analysis.

### emBlue Marketing Cloud

Communications and Marketing Coordination

2010 – 2011

- Content deployment and management of corporate online channels and websites.
- Events, seminars and courses organization.
- Customer assistance in the email marketing process and campaign's analysis. Promotions planning and executing. Main client: Cablevisión.
- *Organization & Press Management of Online Mkt Day Event 2011*  
Event logistics organization call for speakers from companies within the sector (Google, Clarín, La Nación, Falabella, Groupon, Leo Burnett), conferences development, main event press contact.

### Common Sense SA

Account Executive

2009 – 2009

- New businesses generation. Main clients within the banking, insurance and telecommunications fields.
- Assembly process of personalized direct marketing pieces and coordination with the IT department, enhancement and database organization.

### Grupo VI-DA / Infobae

Commercial Assistant

2007 – 2008

- Commercial breaks organization on Tendencia TV, a TV show broadcasted at Channel 9
- Advertising orders generation with the main media agencies (Starcom, Mindshare, Havas), admission of advertisers in the internal system.