

Lucila Rivadeneira Cuvry

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Born March 16th, 1994 (30 years)

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Objectives

Seeking to integrate a professional space that provides stability, development and growth, making available to the employer my acquired knowledge and main skills linked to my proactive, decisive, expeditious and multi-task profile.

Professional Experience

Eva Guru: Senior Brand Marketing Manager (Dec 2022 - October 2023)

- Comprehensive planning and implementation of strategies for 4/5 American brands selling their products on Amazon, covering PPC, Marketing, SEO, Inventory, Catalog, Refunds, and Pricing Strategy.
- Weekly client meetings to provide progress reports across all sectors and coordinate long-term strategies.
- Devising Catalog and SEO strategies, implementing and optimizing campaigns, and conducting product and keyword research for Amazon Ads.
- Executing Marketing strategies, including scheduling coupons, promotions, Prime Exclusive Discounts, and Deals.
- Developing specific audiovisual content tailored to key moments throughout the year, capitalizing on events like Prime Day, Black Friday, Cyber Monday, Christmas, New Year, and other category-specific or audience-specific dates.

Sunken Stone/Emplicit : Senior Advertising Specialist (June 2021-Nov 2022)

- Leadership of the advertising team of the agency
- Development of marketing strategy and seo positioning for companies in the US market that sell their products through Amazon US, UK and EU markets
- Creation and maintenance of advertising campaigns for several clients
- Monthly and weekly budget and sales growth reports, as well as other traffic indicators
- Continuous training, supervision and accompaniment of the work team.
- Development of projects with other departments to improve internal processes or develop dynamic reports for clients.
- Innovation and search for new platforms or processes that speed up and facilitate daily tasks.

Sunken Stone: Advertising Associate (June 2020-June 2021)

- Marketing and online positioning SEO strategy development for US clients selling their product in the US Amazon market. (15-10 clients)
- Creating and optimizing Amazon Seller Central campaigns
- Delivery of weekly and monthly reports concerning ads performance and
- further adjustments for growth.

Milhouse Hostels Buenos Aires & Cusco: Communications & Marketing Manager (January 2020-April 2020)

- Development of communication strategies aimed at marketing objectives and increasing tour sales, daily consumption and reservations in hostels
- Planning and creating strategic campaigns for digital and analog media (web, social networks, posters)
- Script development and advertising copy writing for promotional content
- Contact and monitoring of projects in collaboration with influencers, bloggers and content producers.
- Coordination of monthly calendar of promotional events and international celebrations, in addition to their promotion
- Development of procedure manuals for writing and publishing on social networks.
- Moderation of comments on reservation sites and assembly of procedure manuals.
- Contact with new agencies for the development of new associations.

Tonal Media : Communication and Digital Marketing Analyst (May 2019-December 2019)

- Preparation, publication and guideline of content for digital media.
- Operationalization of campaigns in digital media.
- Strategic development of digital communication for clients.
- Generation of monthly performance reports and customer images in digital media.
- Management of Facebook Business and Ads, Google Ads and Google Analytics.

Consultora Inteliagency: Community Manager (March 2018-March 2019)

- External communication management of the Swiss Argentine Chamber of Commerce.
- Administration of social networks and creation of campaigns to promote events.
- Journalistic coverage of events of the institution and news from associated companies.

Education

2012-2017: Universidad de Belgrano- Bachelor's Degree in Communication Sciences

2000-2011: Northlands School(Bilingual English School)

- International Bachelor with orientation in Biology, higher level, Psychology, standard level, Theater arts, standard level and English A1.
- Cambridge Diploma (IGCSE) with orientation in French, Geography, English Literature and Theater Arts.

Skills

- Native English, French (DELF A1 & A2)
- Facebook Ads, Google Ads & Amazon PPC
- Ubuntu, Wordpress, Mailchimp, Issue

References

Matt Hilton

Experience: Senior Advertising Specialist

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Belén Agüero

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