



# Paula Di Giovanni

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Ituzaingó, Buenos Aires

## Community Managment & Digital Marketing

### ABOUT ME

I'm a community manager with a creative approach, and a solid background in digital marketing. As a community manager, I have the skills to create innovative and effective visual content, as well as to collaborate on team projects. The attention to detail allows me to produce quality and attractive designs that connect with the target audience.

### EXPERIENCE

#### Copywriter

December 2023 - actually

- Creative writing of undertakings, applying persuasive strategies.
- Use of principles of persuasion.
- Use aspects like: repetition, association, impregnation and emotion.
- persuasive writing on linkedin

#### Community Manager

March 2023 - actually

- Responsible for social networks
- Presentation of metrics to costumers
- Profile optimization
- Content design according to profile aesthetics
- Application of SMART objectives
- Creation of digital agenda

#### Marketing Digital

(April 2024 - in course)

- > Meta Ads, Google Ads and Instagram Ads.
- > E-mail Marketing
- > Experience ins Copywriting

### Lenguagues

English (Advanced)

Spanish (Native)

### CERTIFICATIONS

• **Certification of community managment.**

• **Diploma in Digital Marketing (Actually Coursing)**

### ACADEMIC TRAINING

- Course of Community Managment - Juliana Comunidad
- Course of Community Managment - UTN (University National of Technology)
- Diploma in Digital MarketingI - UTN (University National of Technology)

### SKILLS

Meta Business Suite

Canva Copywriting

Estrategias