

FLORENCIA SALERNO

HR AND PUBLIC RELATIONS ANALYST



CONTACT

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Esteban Echeverria,
Buenos Aires, Argentina

EDUCATION

PUBLIC RELATIONS

UNIVERSIDAD NACIONAL DE LOMAS DE
ZAMORA – 2019

LANGUAGES

ENGLISH

C2

SPANISH

Native

ANOTHER STUDIES

- HR Analyst
2023
- Community Management
2022
- Email Marketing
2022
- Brand Creation and Management
2022
- Events Management
2022

WORK EXPERIENCE

HR AND PUBLIC RELATIONS ANALYST

Madalena Energy Argentina SRL & Gasener SRL – Present

- Attracting suitable candidates through databases, online employment forums, social media, etc
- Conducting interviews
- Enhancing the company's voice and presence through online and offline channels
- Create content regularly to grow the company's footprint (press releases, corporate announcements and creative content)
- Organizing and coordinating press conferences and events

HR AND PUBLIC RELATIONS ASSISTANT

Madalena Energy Argentina SRL & Gasener SRL – 2023

- Assisting with general employee processes such as hiring, recruiting, vetting candidates and assisting with interviews
- Managing of social media accounts and online presence, including content creation and scheduling
- Assist in the creation and distribution of press releases, media kits, and other PR materials
- Assist in organizing and coordinating press conferences and events

OFFICE MANAGER

Madalena Energy Argentina SRL 2022 to 2023

- Preparing letters, presentations, reports and legal records
- Arranging meetings, appointments, and executive travel
- Monitor office supplies and negotiate terms with suppliers
- Booking transport and accommodation.
- Organising company events and conferences.
- Dealing with correspondence, complaints and queries

ADMINISTRATIVE ACCOUNTANT

C&D Créditos 2022 to 2023

- Prepare and submit tax documentation to the proper legal institutions
- Remind clients to make timely payments
- Type documents such as correspondence, drafts, memos, and emails
- Process, send, and store all bank deposits and invoices
- Arranging meetings, appointments, and executive travel