

## Contactar

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(LinkedIn)

## Aptitudes principales

Gestión de contenidos

Análisis web

Experiencia de usuario

## Languages

Inglés

## Certifications

Curso de Economía Digital: Bitcoin y Criptomonedas

Audiocurso de Historia de Bitcoin y Criptomonedas

Curso de Estrategia y Planeación de Contenidos para SEO

Audiocurso Fundamentos para Formar Comunidades

# Micaela Lara

Full Stack Marketer Marketing Automation Specialist Marketing Project Manager Content Manager Dogs & Cats Lover  
Buenos Aires, Provincia de Buenos Aires, Argentina

## Extracto

Lo que no se comunica, no existe.

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## Experiencia

### AdGoat

Marketing Content Manager  
septiembre de 2023 - Present (1 año)

- Development and implementation of a data-driven content marketing strategy aligned with business goals.
- Conduction of competitor analysis and identification of content gaps to target.
- Audience research to create relevant and engaging content.
- Planning and managing of content calendars across various platforms (website, blog, social media, email, etc.).
- Creation of high-quality content in various formats (blog posts, articles, social media content, email newsletters, infographics, videos, etc.).
- Ensuring brand voice and consistency across all content pieces.
- Analysis of data to identify areas for improvement in the content strategy.
- Business partnerships development.
- Planning and execution of online and in-presence events.

### BetterVet

Marketing Communications Specialist  
marzo de 2023 - octubre de 2023 (8 meses)

Responsible for marketing communications' automation strategy and execution (Hubspot & OneSignal).

In charge of project management of all the marketing team tasks.

### Right Customer

Project Manager  
septiembre de 2022 - marzo de 2023 (7 meses)

Estados Unidos

Coordination of digital projects such as websites, landing pages, ads and other type of digital assets.

## Divisional

### Content Strategist

agosto de 2022 - marzo de 2023 (8 meses)

Canadá

- Development and implementation of a data-driven content marketing strategy aligned with business goals.
- Conduction of competitor analysis and identification of content gaps to target.
- Audience research to create relevant and engaging content.
- Planning and managing social media and email marketing content calendars.
- Managing a team of freelance designers.
- Creation of high-quality content in various formats (social media content, email newsletters and infographics).

## Ping Latam

### Marketing Community and Content lead

enero de 2022 - noviembre de 2022 (11 meses)

- Development and implementation of a data-driven content marketing strategy aligned with business goals.
- Brand voice and tone definition.
- In charge of the go-to-market strategy.
- Conduction of competitor analysis and identification of content gaps to target.
- Audience research to create relevant and engaging content.
- Planning and managing of content calendars across various platforms (website, blog, social media, email, etc.).
- Creation of high-quality content in various formats (blog posts, articles, social media content, email newsletters, infographics, videos, etc.).
- Ensuring brand voice and consistency across all content pieces.
- Analysis of data to identify areas for improvement in the content strategy.
- Planning and execution of online events.
- Community building through forums and social media.
- Managing a team of more than 10 freelance writers and designers.

## Proyecto DIDI (ONG Bitcoin Argentina)

### Social Media Manager

julio de 2021 - mayo de 2022 (11 meses)

- Development and implementation of a data-driven content marketing strategy aligned with business goals.
- Conduction of competitor analysis and identification of content gaps to target.
- Audience research to create relevant and engaging content.
- Planning and managing social media and email marketing content calendars.

- Managing and briefing a team of designers.
- Creation of high-quality content in various formats (social media content, email newsletters and infographics).
- Community and relationship building through Discord and online communities.

## LABITCONF

### Community Manager

noviembre de 2021 - noviembre de 2021 (1 mes)

- Content planning and calendarization.
- Creation of high-quality content for social media.
- Community and relationship building through eventee and social media.

## Colppy

### Senior Marketing Content Manager

octubre de 2020 - abril de 2021 (7 meses)

Argentina

Responsible for the marketing communication strategy and execution in all digital channels: social media, blog, online events, EMKT, influencer marketing, ads, and landing pages. Implementation of SEO and UX writing best practices.

## SODIMAC ARGENTINA

### CX & UX Content Leader

diciembre de 2017 - septiembre de 2020 (2 años 10 meses)

Responsible for the website's UX. Optimization of content, taxonomy, SEO and internal search engine. Reporting with voice of customer tools like Medallia and BazaarVoice.

## Ernst & Young

### Metadata advisor

enero de 2016 - noviembre de 2017 (1 año 11 meses)

Metadata content optimization and Intranet's taxonomy maintenance to improve the findability of documents. Automation project to improve the upload of document's UX.

## Insite LatinAmerica

### Project Manager Semi Sr

febrero de 2013 - diciembre de 2015 (2 años 11 meses)

Coordination of internal and external resources for the flawless execution of digital projects such as websites, landing pages, ads and other type of digital assets.

### Groupon

1 año 2 meses

#### Editor in Chief

julio de 2011 - marzo de 2012 (9 meses)

Manager of the agenda of the editorial sector, in charge of a team of 10 copywriters, graphic designers and data entries.

#### Deal creator

febrero de 2011 - junio de 2011 (5 meses)

Deal creation

### MercadoLibre.com

Customer Service Representative

2009 - 2011 (2 años)

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## Educación

### Universidad Nacional de Rosario - UNR

Máster en Comunicación Digital Interactiva · (2021 - 2022)

### Teclab Instituto Técnico Superior

Técnico superior en Programación, Programación informática · (2020 - 2021)

### Universidad FASTA

Licenciada en Periodismo, Periodismo · (2019 - 2020)

### Universidad Siglo 21

Técnica universitaria en marketing y publicidad digital · (2016 - 2018)

### Universidad Tecnológica Nacional

Professional Webmaster, Desarrollo de páginas web, contenido digital/ multimedia y recursos informáticos · (2013 - 2013)