



# Valentina Parodi

I am graduate in marketing, specializing in digital marketing. Focused on continuing to grow and acquire new knowledge and experiences to further my professional development. Proactive, creative and willing to take initiatives to achieve results. I enjoy either working in teams.

## EDUCATION

### Instituto Educativo Nuevo Milenio

Unquillo, Córdoba, Argentina  
Bachelor in communication | 2014-2019

### Universidad Empresarial Siglo 21

Córdoba, Argentina  
Degree in Marketing | 2020-2024

### Cultural Exchange

Napoli, Italia | 3 months | 2016

### Cultural Exchange

Warkworth, New Zealand | 6 months | 2018

### Work and Travel program

Park city, Utah, United States | 4 months | 2023

## SKILLS

### Soft skills

- Ability to work in teams
- Analytical reasoning
- Adaptability
- Time management
- Creativity Empathy
- Problem resolution
- Effective communication


### Technical skills


- SQL server and Power BI
- Photoshop and Illustrator
- Loocker studio
- Google Tag Manager and Analytics
- Goggle and Meta ads
- CRM Hubspot
- Trello software
- Excel, Word, microsoft office.


## LANGUAGES


- Spanish: Native
- English: C1
- Italian: B2

## CONTACT

 Barcelona, Spain.

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 Valentina Parodi

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## WORK EXPERIENCE

### ARGENTINA | EDUQUALITY- EXCHANGE COMPANY

From March 2023- April 2024

- I worked in the area of Marketing and Advertising.
- Creation of advertising campaigns on Google, Tik tok and Meta Ads
- Control and monitoring of advertising effectiveness
- Budget management and control
- Keyword creation Ad management
- Content Optimization
- Content strategies

### UNITED STATES | UTAH | HOTEL PARK CITY

From December 2022 until March 2023

- I worked in the food and beverage area as a host, server, food runner and Busser.

### UNITED STATES | 11 HAUZ- JAMAICAN RESTAURANT

From December 2022 until March 2023

- I worked as a server

### ARGENTINA | VER- ADVERTISING AGENCY

From March 2022 until December 2022

- I worked in the social media area as a community manager and Copywriter.
- Creation of content for social networks of different accounts.
- Monthly content planning.
- Schedule stories and publications for Instagram, Facebook and Market Place.

### MÉXICO | TULUM | GITANO BEACH

From December 2021 until February 2022

- I worked as a host receiving clients and taking reservations
- Spoken language: English

### SPAIN | EDUQUALITY ESPAÑA- EXCHANGE COMPANY

From January 2020- March 2020

- I worked in the social media area as a community manager.

## COURSES

### Meta Ads for eCommerce

Quiero mis Redes | 2024

### Data Analytics course

Coderhouse | 2024

### Photoshop and Illustrator course

Coderhouse | 2023

### Google ads measurement certification

Google skillshop | 2023

### Google Ads and Meta Ads

Mauro Mendoza | 2022

### Community Manager

Domestika | 2021