

Sol Natalia Dieguez

+54 1133121245 | Solnataliad@gmail.com | Solnataliadieguez.journoportfolio.com/portfolio |
LinkedIn.com/in/sol~natalia~dieguez

EDUCATION

BA Media and Entertainment Management, Argentine University of Enterprise, Buenos Aires - Argentina **03/2019 – Current**

- Grade: 3.33/4.0 GPA
- Key modules: Scriptwriting, Pitch and Storytelling, Journalism, Audio-visual Production, Marketing, Communication Theory

WORK EXPERIENCE

SEO Strategist and Copywriter, Next Idea Tech, Blue Coding, Resolve Digital, Remote **09/2021 – Current**

- Writing all content pertinent to communications, the corporate blog, marketing, and email newsletters for three companies as an independent contractor.
- Optimizing copy for SEO and performing keyword research.
- Developing and implementing a link-building communications strategy.

Copywriter, Influencer SEO, Remote **01/2021 – 10/2021**

- Conducted copywriting for a variety of websites and online blogs.
- Edited blog posts for SEO optimization and better communication.

Content Writer, Artil Magazine, Remote **11/2020 – 09/2021**

- Created content based on the magazine's aesthetic and target audience.
- Participated in social media campaigns.

Bilingual Content Editor, I Ride The Line... A Veces Bilingual Memoir, Remote **01/2021 – 04/2021**

- Worked alongside the author William Whittle to edit his bilingual memoir (English and Spanish) about his travels across the Pacific Coast.
- Developmental and line editing of a bilingual nonfiction book.

Journalism Intern, Babylon Radio, Remote **10/2020 – 02/2021**

- Collected, verified and analysed newsworthy information to assemble those findings into stable stories.
- Wrote and delivered news stories with the reader's perspective in mind.
- Developed SEO Content using WordPress and Trello.

Legal assistant/secretary, Poceiro & Dieguez Law Office, Buenos Aires - Argentina **02/2019 – 06/2020**

- Preparation of legal documents and written statements.
- Attended to clients both in person and by phone.
- Procurement of judicial records.

CERTIFICATIONS

Program Certificate in Fiction Writing, Gotham Writers' Workshop, Remote **01/2022 – Current**

Professional Makeup Artist Certification, Instituto Estético Leticia Pepe, Buenos Aires - Argentina **03/2018 – 06/2019**

French A1 and A2 Certificates, Alliance Française Language School, Buenos Aires - Argentina **12/2014 – 12/2015**

PowerPoint and Fundamentals, National Technological University, Buenos Aires - Argentina **05/2015**

EXTRA-CURRICULAR ACTIVITIES

Talent Development Program, Argentine University of Enterprise, Buenos Aires - Argentina **09/2021 – 11/2022**

College Practicums, Argentine University of Enterprise, Buenos Aires - Argentina **03/2019 – 04/2022**

Actress, Dancer and Singer, Studio Aires, Buenos Aires - Argentina **03/2010 – 12/2019**

SKILLS

IT: WordPress, Canva, October CMS, Adobe Premiere, MailChimp, Google Analytics, Google Search Console, Microsoft Office
Languages: English - Fluent, Spanish - Native, Japanese - Basic, French - Basic

HOBBIES AND INTERESTS

Creative writing, Storytelling, Performing arts, Filmmaking, Journalism, Fashion and beauty