



# ANA JULIA CARATTINO

BACHELOR B.A. | COPYWRITER | SCRIPTWRITER

## CONTACT

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Madrid, España.

## EDUCATION

2022 - 2023

**Master's Degree in Screenwriting**

Universidad Autónoma de Madrid (ES)

2022

**Copywriting**

CoderHouse (AR)

2018-2020

**Landscaping**

Centro Pampa (AR)

2007 - 2012

**Bachelor Business Administration**

Universidad de Buenos Aires (AR)

## LANGUAGES

Spanish - Native

English - B2

Portuguese - Advanced

Italian - Proficient

French - B2

## ABOUT ME

With over 10 years in commercial roles, I transitioned to freelance content creation 2 years ago, specializing in market research and wellness. Alongside, I pursued studies in copywriting and completed a Master's in Screenwriting. Currently, I serve as Head of Content at a Retail Media company, focusing on organic website growth.

## EXPERIENCE

### HEAD OF CONTENT

Jan 2023 - present | Shalion, España

- Oversee content creation cross channels. Implement editorial guidelines and standards. Insights for new clients, focusing on customer success. Email marketing: outbound campaigns. Content generation for corporate blog. Scriptwriting for corporate videos.

### CONTENT DEVELOPER

2022 - presente | MegaResearch LatAm.

2022 - presente | Webtools España.

### SENIOR SALES REPRESENTATIVE

2019- 2022 | Lenovo Argentina

- Responsible for more than 100 accounts of B2B segment. Head of educational segment.: webinars management & sales. Client meetings to fully understand their needs and to communicate Lenovo's innovations in hardware, software and integrated solutions. Projects following on: Devices as a Service (DaaS) with involved company areas.

### PROJECT MANAGER

2016 - 2019 | GfK Argentina

- Commercial proposal, trends analysis and monthly client meetings. Key account for IT & OE sector. Consultive sales with wide knowledge in retail and distribution channel. New business: prospecting and retargeting clients.

### COMMERCIAL ANALYST

2015 - 2016 | GfK Argentina

- Presentation set up.. Monthly and weekly reports deliveries.

### BUYER ASSISTANT (TEXTILE DEPARTMENT)

2014 - 2015 | WalMart Argentina

- Stock control: merchandise distribution, pricing analysis, purchases orders for stock replacement.. Fitting & styling collaboration during collections assembling. Flyers set up for on-off stores.

## ACHIEVEMENTS

- 2007 - Entrepreneurship | Univ. San Andrés
- 2010 - Scholarship AUGM | UNESP (Brasil)
- 2011 - Honorable Mention | XIX Jornada de Jóvenes Investigadores. Ciudad del Este (Paraguay)
- 2015 - Digital Marketing Diploma | UTN
- 2016 - Dramaturgy workshop "Saquen una pluma" | Mariana Mazover
- 2019 - Digital Creative Marketing | Grow Digital School
- 2022 - Copywriting | CoderHouse
- 2023 - 1º prize "Short Play" | Premios Creación 2023 | Universidad Autónoma de Madrid (España)