


Nicolás Fernández Castañón  Advertiser. Currently providing Community, Brand & Sales Management services for clients in Argentina and Peru. SEO and SEM Specialist, CRM and B2C strategist. Flexible and adaptable. +54 113 014 8233

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PROFESSIONAL EXPERIENCE :

03/01/2004 - 02-28-2015 - Marketing & Advertising Crew. Client: Lotería de Río Negro - Reconquista 556, Buenos Aires (Argentina).
Functions: Creation of ads according to the needs required by the organization: stationery, packaging, design and institutional images, etc. Web Design: Virtual Banners, Macromedia Flash animations for promotion on the site, as well as Administrative activities related to the sector. **Sector:** Gambling.

03/1/2015 - present - Community Manager & Webmaster. Client: Clínica Pasteur - Rioja 36, 8300 Neuquén (Argentina).
Functions: Media Planner, Webmaster, Community Manager (FB, Twitter and Instagram) and Associate Graphic Designer.

10/3/2016 - 11/30/2021 - Community Manager & Marketing HUB Specialist. Client: Amolca Perú - Jr. Inclán 312 Magdalena del Mar, Lima 17 Lima (Peru) **Functions:** Media Planner, Official Webmaster Site, Community Manager (FB, Twitter and Instagram) and Graphic Designer. **Sector:** Medical Editorial.

4/3/2017 - present - Community Manager, Webmaster, Graphic Designer & Webmaster. Client: Galamedic Estética - Calle Olachea 127 - San Isidro, Lima 17 Lima (Peru). **Functions:** Media Planner, Webmaster Site, Community Manager (FB, Twitter and Instagram) and Graphic Designer. **Sector:** Aesthetic Products Company.

3/01/2021 - 6/30/2021 - Community Manager, Media Planner, Scheduler. Client: Cadena MKT - Online Marketing Agency - (Argentina). **Functions:** Community Manager (FB, Twitter and Instagram, Scheduling in Loomly & Hootsuite, Marketing HUB (Hubspot), Graphic Designer. **Sector:** Agency oriented to Crypto & DeFi clients. **Sector:** Advertising Agency oriented to the Crypto Sector.

EDUCATION AND TRAINING:

12/20/2000 - **Bachelor in Business Organization** -
San Agustín Institute
General Roca , Río Negro (Argentina).

30/11/2006 - **Bachelor in Advertising**
University of Palermo
Buenos Aires (Argentina).

ONLINE COURSES COMPLETED:

August 2017 - **Advanced Branding** (Linkedin).
August 2017 - **Display Marketing** (Linkedin).
August 2017 - **Email Marketing** (Linkedin).
May 2019 - **Google Adwords** (Linkedin).
May 2019 - **Google Analytics** (Linkedin).
May 2019 - **ROI in Social Networks** (Linkedin).
May 2019 - **Local SEO** (Linkedin).

June 2019 - **Growth Hacking** (Linkedin).
April 2019 - **Cloud Computing** (Google Activate).
November 2020 - **Email Marketing Certified** (HubSpot Academy).
November 2020 - **Inbound Marketing Certified** (HubSpot Academy).

Complete list of completed courses: <https://www.linkedin.com/in/nicolasfc/details/certifications/>

SPECIALIZATIONS:

05/05/1997 - 07/31/1998 -
Bachelor in Informatics -
Computer PC - General Roca,
Río Negro (Argentina).

02/04/2008 - 11/11/2008 -
Basic Cooking Course -
Autonomous City of Buenos
Aires (Argentina).

03/05/2015 - 11-30-2016 -
Multilingua Languages
(Portuguese and Italian) -
Neuquén Capital, Neuquén
(Argentina)

COMMUNICATIVE COMPETENCES:

Grammatical competence: **Spanish, English & Italian.**

Sociolinguistic competence: **Spanish & English.**

Discursive competence: **Spanish, English & Italian.**

Communicative competence: **Spanish & English.**

ORGANIZATION & MANAGEMENT COMPETENCES:

Deep focus on details, particularly aesthetic and administrative, long experience in managing and seeking budgets of all kinds. Experience in managing small group of teams in different projects in past working experiences.

LANGUAGES:

Spanish

(mother tongue)

English*:

Listening comprehension: **C1 ***

Reading comprehension: **C1 ***

Oral interaction: **C1 ***

Oral expression: **C1 ***

Written expression: **C1 ***

Certified IELTS – CEFR level: C1

Portuguese*:

Listening comprehension: **B1 ***

Reading comprehension: **B2 ***

Oral interaction: **B2 ***

Oral expression: **B2 ***

Written expression: **B1 ***

Celpe-Bras certificate (intermediário superior)

Italian*:

Listening comprehension: **B1 ***

Reading comprehension: **B1 ***

Oral interaction: **B1 ***

Oral expression: **B1***

Written expression: **B1 ***

French*:

Listening comprehension: **A2 ***

Reading comprehension: **A2 ***

Oral interaction: **A2 ***

Oral expression: **A2 ***

Written expression: **B1 ***

* Common European Framework of Reference for Languages.

WORK PLATFORMS:

Microsoft Office (*complete*).

Hubspot (*advanced*).

Adobe Audition & Cool Edit Pro (*advanced*).

Adobe After Effects (*basic*).

CorelDraw (*complete*).

Adobe Illustrator & Photoshop (*intermediate*).

Google Tag Manager (*advanced*).

Schedulers (*advanced*).

Google Adwords (*advanced*).

Google Analytics (*advanced*).

Google Cloud (*advanced*).

SEO & SEM – Semrush (*advanced*).

Mailing – Mailchimp (*advanced*).