

# MARÍA VICTORIA ACHINELLI

 MADRID, SPAIN

## RESUME

With **8+ years of experience in digital product development and communication**, I specialize in creating and optimizing **user-centered digital experiences**.

Passionate about **digital transformation**, I leverage data-driven insights to shape products and services that engage **new audiences** and drive business impact. I believe that **quantitative metrics tell qualitative stories**, helping to build scalable and innovative digital solutions.

## CONTACT

+34 696 17 19 80  
mvachinelli@gmail.com  
[VICKYACHINELLI.COM](http://VICKYACHINELLI.COM)

## SKILLS

English (C1) & Italian (B2)  
Adobe Photoshop, Illustrator, Premiere Pro & After Effects  
Microsoft Office Suite / Google Workspace

HTML / CSS / JavaScript (Basic)  
**SEO / Google Adwords / Google Analytics**  
Figma / Canva  
**Jira / Trello / Asana**  
Keepcon / Crowdtangle / Later  
**UX/UI Product Design / Writing**  
Miro / Mural / MindMeister / Flow XO  
**Cvent / Mailchimp / Hubspot / Eventbrite**

Communication  
Leadership  
Teamwork  
Problem-solving  
Design sensibility  
Multitasking

## EDUCATION

### Product Manager Intensive Course

CODER HOUSE // BUENOS AIRES,  
ARGENTINA // 2023

### UX/UI Design Intensive Course

CODER HOUSE // BUENOS AIRES,  
ARGENTINA 2022

### Bachelor's Degree in Humanities and Social Sciences | Communication and Marketing Orientation

UNIVERSIDAD DE PALERMO //  
BUENOS AIRES, ARGENTINA  
2017-2021

### Journalism Degree

TEA DEPORTEA // BUENOS AIRES,  
ARGENTINA // 2013-2015

### Communications and Marketing Specialist at BBVA CIB

NOV. 2023 - PRESENT // MADRID // INTERNATIONAL FINANCIAL COMPANY

- Design and produce graphic and audiovisual communication materials, ensuring effective distribution across multiple channels, particularly newsletters and social media.
- Collaborate in the creative development of digital products, enhancing engagement and usability.
- Implement and manage digital media measurement tools to analyze data for monthly reports, providing insights to optimize future strategies.
- Work closely with analytics teams to track project progress, interpret data, and measure campaign effectiveness.
- Conduct ESG-focused market research to identify industry best practices and support strategic decision-making.
- Assist in planning and organizing public events, as well as coordinating international sponsorship initiatives within the department.

### Digital Product Manager at Pro Mujer (Freelance Project)

JAN. 2023 - DEC. 2023 // MÉXICO // SOCIAL ENTERPRISE

- Developed and executed a cross-channel content marketing strategy aligned with company objectives.
- Oversaw the creation and management of impactful web and social media content.
- Strengthened brand identity through the development of diverse digital products.
- Collaborated closely with product development teams to enhance usability and user experience, applying UX techniques such as UX Research and A/B testing.
- Led content campaigns and guided design teams in branding initiatives.
- Analyzed content performance, providing insights and recommendations for continuous improvement.

### Editorial Product Manager at LA NACIÓN

JUN. 2022 - AUG. 2023 // ARGENTINA // LATINOAMERICAN NEWSPAPER

- Led cross-functional collaboration to streamline workflows and stay ahead of emerging technologies in digital product development.
- Developed and executed content strategies, editorial planning, and style guides to enhance brand consistency and audience engagement.
- Conducted extensive user research, created UX flows, and designed interactive prototypes to unify communication and services.
- Played a key role from research to product launch, ensuring seamless execution and innovation.
- Earned industry recognition, including:
  - Press Excellence in Social Media Engagement - Large Newsroom (Online Association) for "How to Explain Inflation to an Audience (Without Boring Them)".
  - Best Sports Site (Digital Media Americas Awards 2023) for "Manija Mundial", an innovative infinite-scroll site covering the Qatar World Cup with engaging videos and data.

### Social Media Sub-Editor at LA NACION

APR. 2021 - JUN. 2022 // BUENOS AIRES // LATINOAMERICAN NEWSPAPER

- Led and coordinated a high-performing team of 8, driving the creation of innovative video and image content across multiple platforms.
- Spearheaded the development of engaging formats to expand social media presence and attract new audiences.
- Crafted compelling, data-driven narratives to enhance storytelling impact.
- Collaborated closely with design, video editors, and journalists to align content strategies with business objectives.
- Earned an Honorable Mention at the 2022 Online Journalism Awards (Excellence in Social Media Engagement) for "How to Be Viral with Politicians (and Without Cute Dogs)."

### Social Media Content Creator at Infobae

AUG 2020 - APR. 2021 // BUENOS AIRES // DIGITAL NEWSPAPER

- Adapted and optimized journalistic content for diverse digital platforms, ensuring engagement and relevance.
- Conducted social listening and research to develop targeted strategies that expanded audience reach, increased interaction, and boosted web traffic.
- Led the production and provided creative direction for special video projects covering political issues and historical events.

### Audiovisual and Journalistic Producer at Gallo Media

JAN. 2020 - AUG. 2020 // BUENOS AIRES // INTERNATIONAL COMPANY

- Led the production of audiovisual content and curated archival material for Clarin's 75th-anniversary TV campaign "We Were, We Are, We Will Be."
- Coordinated interviews and journalistic coverage for "Inmersión Clarín," an innovative narrative experiment using a Telegram chatbot to showcase investigative journalism through text, audio, video, maps, and photos.
- Earned Second Prize at the **INMA Global Media Awards** for **Best Product and Tech Innovation**.

### Digital Content & Strategy Specialist at Argentina President's office

MAR. 2016 - DEC. 2019 // BUENOS AIRES // NATIONAL PUBLIC ENTITY

- Created 3,000+ posts for Casa Rosada's social media accounts, reaching 1.7M on Facebook, 379K on Instagram, and 623K on Twitter.
- Contributed to the digital strategy of the President's Office, enhancing online engagement and visibility.
- Managed audiovisual projects from conception to completion, ensuring high-quality execution.
- Produced thematic campaigns and conducted interviews with ministry officials.
- Collaborated on the audiovisual coverage of the G20 Summit in Buenos Aires, working alongside government teams to deliver comprehensive media content.