



# Analía Giraudo

Head of Client Solutions at  
UTAG

<https://utag.io/>

📍 Arenys de Mar, Spain

✅ Analía is **Available to work**

[View profile on Dweet](#)

## Links

 [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments,  
Hourly Consulting

## Skills

Digital Marketing (Advanced)

Digital Strategy (Advanced)

Multi-channel Marketing (Advanced)

Conversion Optimization (Advanced)

Digital Media (Advanced)

Facebook Ads (Advanced)

YouTube Marketing (Advanced)

Google Analytics (Advanced)

Google Ads (Advanced)

Programmatic Media Buying (Intermedi...

Tiktok Marketing (Advanced)

Twitter (Intermediate)

Online Advertising (Advanced)

## About

Hello! I am a digital account manager with 5 years of experience in planning and strategy building. I have worked with clients from different industries and backgrounds such as L'Oréal, Belcorp, Concacaf, Bayer Laboratories, Atlas Ocean Voyages and many more.

I love being up to date with the digital trends and innovations that can help your business grow! I am also an big fashion follower, I have always loved the fashion and beauty industry.

I am currently looking for an opportunity to start working part time to have a more flexible schedule. I'm currently based in Spain, near Barcelona.

### BRANDS WORKED WITH

C.P.E.M. N°13

Cultural Care Au Pair

Dentsu International

E.P.E.T. N°12

Escuela Del Sol

Ibeauty BY Publicis

Mediacom

Solo Ofertas Bazar

Utag

UTAG

## Experience

### ● Digital Account Manager

Utag | Sep 2021 - Now

Digital strategy, client fronting, budget allocation, reporting & planning for US/ LATAM. New businesses strategy and on-boarding.

### ● Integrated Media planner

Dentsu International | Jul 2021 - Sep 2021

### ● Media manager

Ibeauty BY Publicis | Mar 2021 - Jul 2021

Team management, client fronting, budget allocations / budget control & regional reporting. Luxe, dermocosmetics & professional products division.

### ● Senior Media Planner

Ibeauty BY Publicis | Jan 2020 - Mar 2021

Digital & traditional media planning for L'Oreal Argentina.

### ● Junior Media Planner

Ibeauty BY Publicis | Oct 2018 - Dec 2019

Digital & traditional media planning for L'Oreal Argentina.

### ● Media Assistant

Mediacom | May 2017 - Oct 2018

Media assistant for Royal Canin, Bayer and Masterfood.

### ● English Foreign Language Teacher

C.P.E.M. N°13 | Jun 2016 - Feb 2017

### ● English Foreign Language Teacher

Escuela Del Sol | Sep 2016 - Dec 2016

Profesora suplente de Inglés

### ● English Foreign Language Teacher

E.P.E.T. N°12 | Jun 2016 - Dec 2016

Traditional and technical english teacher



Community Management (Intermediate)

Performance Marketing (Advanced)

E-commerce (Intermediate)

Strategic Marketing (Advanced)

## Languages

English (Fluent)

Spanish (Native)



### ● Au Pair in the USA

Cultural Care Au Pair | Aug 2014 - Mar 2016

### ● Saleswoman

Solo Ofertas Bazar | Dec 2012 - Feb 2013

### ● Head of Client Solutions

UTAG | Apr 2023 - Now

- Commercial, strategic, and operational leadership of the Client Solutions team.
- Responsible for customer service and expectation management for comprehensive projects.
- General supervision and improvement of the level of delivered products.
- Responsible for the development and implementation of processes for the Client Solutions team: creativity and project management.
- Upselling and cross-selling: Detection and follow-up of new opportunities with potential and existing clients.
- Expectation management, identification of potential alerts with clients, and problem-solving.
- Budget control and profitability of comprehensive and creative projects.

## Education & Training

2011 - 2022

### ● Argentinian Business University

Bachelor in Advertising, Advertising