

Ambar Pisano

Community Manager & Brand Strategy (Junior) | Fashion & Lifestyle | Social Media · Content · Visual Identity

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Portfolio: <https://ambarpisano-portfolio.pages.dev/>

Profile

Marketing student with experience in content, social media and brand communication. I plan content and translate brand propositions into copy, graphics and social media videos. Seeking a junior part-time role, remote or hybrid, in Argentina, or international freelance projects.

Experience

Bioluz

Brand Strategy & Communication | Sep 2026 - Present

- Develop brand and communication strategy and translate it into social media content and visual assets.

Digital Marketing & Content | Jan 2024 - Dec 2025

Electrical supplies and lighting distributor operating in 2 cities, with a catalogue of approximately 11,000 products.

- Managed the content calendar and supported digital campaigns for new products and promotions.
- Designed assets in Canva, edited short videos in CapCut and wrote copy tailored to the brand voice and each format.
- Reviewed reach, engagement and enquiries to identify relevant content; handled direct messages and in-person enquiries.

Freelance Marketing Communications | Jun 2024 - Feb 2026

Clients: CM Ciarallo Bienes Raíces and Compañía Argentina de Comodoro Rivadavia, Explotación de Petróleo S.A.

- Created presentations, property fact sheets and content for social media and listing portals; worked on around 3 projects per month for CM Ciarallo.
- Researched comparable developments and turned technical information into sales messaging; coordinated revisions and delivery.

Portfolio Projects (Speculative Work)

Harvey Willys

- Designed a launch proposal structured around intrigue, reveal and action.
- Developed a weekly calendar featuring 7 content series and a measurement plan with proposed KPIs.

RTV - Renová tu Vestidor

Role: brand strategy, visual identity system and art direction.

Independent concept, not commissioned by the brand. AI-generated imagery under my art direction.

- Reframed the “sell more” brief around purchase frequency and a weekly browsing habit.
- Designed “Thursday Arrivals”, size- and category-based alerts, and a post-purchase dossier to encourage repeat purchases.
- Defined a measurement plan with proposed KPIs: purchases per customer, repeat purchases within 60 days and new-arrival sales within 72 hours.
- Created the visual system and prompt templates, with a checklist and human review of scale, textures and symmetry in AI-generated images.

Education

Bachelor's Degree in Marketing | Universidad de Palermo | 2026 - 2029 (in progress; expected graduation)

Growth Marketing | Coderhouse | 2026 (completed)

Architecture: CBC foundation programme and first-year coursework | UBA | 2024 - 2025 (degree not completed)

Skills

Content planning, copywriting, community management and KPI tracking.

Canva, CapCut, Excel, Word, Google Drive, Trello, Notion and Slack. AI-assisted ideation and drafting with human review.

Languages

Spanish: Native | English: B2 - Cambridge B2 First