

Ambar Pisano

Junior Digital Marketing | Content & Social Media

ambarpisano19@gmail.com | +54 11 4067-7609

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

Profile

Marketing student with experience in content creation, social media and brand communication.

I plan content and translate brand concepts into copy, graphics and videos for social media.

Seeking a part-time junior role, remote or hybrid in Argentina, or international freelance projects.

Experience

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

Bioluz | Digital Marketing & Content | Jan 2024 - Dec 2025

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

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

Portfolio Projects (Speculative Case Studies)

RTV - Renová tu Vestidor

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

Not commissioned by the brand. Images generated with AI under my art direction.

- Reframed the brief from "sell more" to increasing purchase frequency and establishing a weekly visit habit.
- Designed weekly Thursday drops, alerts by size and category, and a post-purchase collection record to encourage repeat purchases.
- Defined a measurement plan with proposed KPIs: purchases per customer, 60-day repeat purchase rate and new arrivals sold 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.

Other Speculative Case Studies

- Notion - "Make Space For What's Next": acquisition, lead generation and lifecycle marketing proposal for LATAM students aged 18-27.
- Harvey Willys: launch proposal structured around a teaser, reveal and action sequence.

Education

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

Growth Marketing | Coderhouse | 2026 (completed)

Architecture: CBC foundation program and first-year studies | 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