

Ámbar Pisano González

Digital Marketing | Content | Brand Communication
Buenos Aires, Argentina | +54 11 4067-7609 | ambarpisano19@gmail.com

PROFESSIONAL PROFILE

Former marketing student at Universidad de Palermo with experience in content creation, social media and support for digital campaigns. Contributed to the communication and positioning of real estate projects. I combine visual judgment, design tools and generative AI to grow in marketing, branding and digital media. Native Spanish speaker; English certified by Cambridge B2 First.

WORK EXPERIENCE

Bioluz | Digital Marketing & Content

JANUARY 2024 – DECEMBER 2025

- Managed the content calendar and contributed to digital campaigns for new products and promotions.
- Designed graphic pieces in Canva, edited short-form videos in CapCut and wrote social media copy, maintaining brand tone and adapting each piece to its format.
- Tracked reach, engagement and inquiries to identify the content with the highest interest.
- Used ChatGPT, Claude and Gemini for ideation and content drafts, with review before publishing.
- Handled inquiries via direct messages and in person, supporting customer communication.

CM Ciarallo Bienes Raíces | Freelance Commercial Communication

MARCH 2025 – FEBRUARY 2026

- Prepared presentations and commercial fact sheets for properties and developments, highlighting location, features and differentiators.
- Wrote and adapted materials for social media, sales channels and real estate portals.
- Coordinated revisions and deliveries with the client to support project promotion and positioning.

Compañía Argentina de Comodoro Rivadavia, Explotación de Petróleo S.A.

JUNE 2024 – FEBRUARY 2025 | Freelance collaboration on real estate projects

- Researched comparable projects and communication references to support the analysis of commercial opportunities.
- Organized information and prepared presentations on value propositions, contributing to sales arguments for different audiences.

Paul French Gallery | ACAP Internship in Sales and Customer Service

2023

- Advised customers according to their needs and preferences, and assisted with product presentation and the organization of the retail space.

EDUCATION & TRAINING

- Universidad de Palermo | Marketing studies | Former student
- Coderhouse | Growth Marketing Course | 2026
- UBA (University of Buenos Aires) | Architecture | 2024-2025 | Two years; degree not completed
- Sworn Junior College | High School Diploma | Social Sciences and Humanities

DIGITAL TOOLS & ARTIFICIAL INTELLIGENCE

- **Design and content:** Canva and CapCut. Graphic pieces, short-form videos and social media copy.
- **Productivity and collaboration:** Excel, Word, Google Drive, Trello, Notion and Slack.
- **Generative AI and prompting:** ChatGPT, Claude and Google Gemini for research, ideation, content drafts and information organization, with human review.