

CURRICULUM VITAE

Fabrizio Pedrotti

Head of Copywriters and Journalist

Location: Buenos Aires, Argentina | With Brazilian CPF

Date of birth: 06/05/1993

Phone number: +5491168773579

E-mail: pedrottifabrizio@gmail.com

Portfolio: fabriziopedrotti.com/advertising | linkedin.com/in/pedrotti



About me

I am a copywriter and journalist specialized in marketing, branding, and public relations. What is my differential? That I have the experience to be a **team leader**, and to communicate the message of a multinational company. I lived the best of the analog era, but I was part of the **digital transformation**. It all happened before my eyes, and now I try to apply the best of both worlds. My 2.0 strategies transmit human warmth, and my traditional campaigns incorporate the advantages of the digital world. I also think of each challenge **holistically** (being an experienced manager that combines advertising, journalism, marketing, and PR). **Let's get in touch!**

Work experience

(2021–now) Microsoft / Oliver Agency

Role: Head of Copywriters for Latin America and part of North America

Description: Comprehensive development of projects and campaigns across the company's entire line, with all its audiences: end consumers, institutions, SMBs, and large companies. Concepts, naming, accessibility implementation; branding of products and events, scripts, advertisements, and brand manuals. Content broadcast on digital channels, ATL, BTL, and in the form of activations. 360° marketing strategies. In charge of presentations to stakeholders, clients, and CxOs.

(2009–now) Rock.com.ar

Role: Digital Content Editor/Senior Writer

Description: The most important music site in Latin America, online since 1996, with more than +2.000.000 monthly visits. I did interviews with Radiohead, Deep Purple, Megadeth, Keane, Alan Parsons, Pantera, Tool, New Order, Blondie, Stone Temple Pilots, Korn, Judas Priest, Ghost, Alice in Chains, Jethro Tull, The Cult. I also wrote concert reviews of Guns N' Roses, Chuck Berry, Ozzy Osbourne, and Keane, among others. Marketing, community management, and PR.

(2016–2018) Bridger Conway

Role: Lead Copywriter

Description: Development and implementation of creative advertising strategies, scripts, BTL, ATL, and digital campaigns. Clients such as Quilmes, FIFA, Budweiser, Stella Artois, Corona, Samsung, Antromex, Nestlé, Arcor, Gobierno de la Ciudad, Under Armour, Eco de los Andes, and Bagó. Brand construction and market positioning. Writing advertisements and content for social networks and sites. Digital marketing and 2.0. Events and out of the box experiences.

(2015-2016) La 100 - Radio Mitre

Role: Digital Content Editor / Musical Programming Manager

Description: Editing and writing daily articles for La 100, Mitre, and Cienradios.com (the most prestigious radio stations in Argentina). Hundreds of own posts, coordination of posting calendars, and SEO. I was also in charge of the selection and musical programming of the 24hs of the dial.

(2019) “El Ritual de Jane’s Addiction” book

Role: Author

Description: Biographical book of one of the most influential bands of the 1990s, also founder of Lollapalooza. It was a work of more than five years, with +100 hours of interviews with the group. It was published by Gourmet Musical for all LATAM. It was presented at the Book Fair (Buenos Aires and Santiago de Chile), and chosen by Clarín as one of the books of the year.

(2017–2021) Lowpost Agency

Role: Copywriter

Description: Marketing and content-generating company from Spain. Creation of advertising strategies and digital branding. Commercial and sales-oriented texts. Daily SEO articles.

(2016) DAIAM

Role: Digital Marketing Manager

Description: In charge of public relations and online sales for the leading instrument distributor in Argentina, founded in 1964 and with brands such as Gibson, Fender, and Yamaha. 360 rearrangement of the company's site, branding, e-Commerce, and community management.

(2014–2016) Soy Rock magazine

Role: Senior author (paper) and Digital Content Editor

Description: Magazine with +10 years and +100 issues. I conducted interviews with artists such as Andrés Calamaro, Vicentico, Bersuit, Dancing Mood, Eruca Sativa. I also wrote reviews of shows. I was the website editor, where I coordinated the daily articles, the calendar, and SEO tools.

(2011–2014) Dale magazine

Role: Editor/Journalist

Description: National publication also available through iTunes and Google Play. I did my cover interviews with Los Pericos, Attaque 77, Carajo, and La Vela Puerca.

Education

2011-2013	Graduate Degree in Journalism TEA Institute - Buenos Aires. <u>Mark:</u> 9/10.
2015-2016	Journalism Master Degree (paused) Universidad de San Andrés/Clarín. <u>Subjects:</u> 12/20. <u>Mark:</u> 8,75
2017	Postgraduate in Copywriting The Guardian - London, England (in person).
2017	Postgraduate in Neuroscientific Communication The Guardian - London, England (in person).

- 2019-2020 Marketing and Brand Management Direction Diploma Course**
UCES (Universidad de Ciencias Empresariales y Sociales) - Buenos Aires.
Digital marketing, metrics, SEO, marketing intelligence, market segmentation, community management, 2.0 strategies, audience identification, brand management. BTL and ATL campaigns. Reports and budgets.
- 2020-2021 Public Relations, Corporate Image, and Institutional Communication Diploma Course**
UTN (Universidad Tecnológica Nacional) - Buenos Aires.
Commercial communication strategies, business identity, benchmarking, alliances and sponsors, B2B marketing, press, and image audit. 180hs. Mark: 9/10.
- 2021 Contemporary Art Diploma Course**
UTN (Universidad Tecnológica Nacional) - Buenos Aires. 120 hs. Mark: 9/10.
- 2024 Sports Marketing Diploma Course**
Universidad Austral - Buenos Aires (currently studying).

Certifications

- 2021 "Advanced SEO: Optimizing Websites For Google Search"**
University of California, Davis.
- 2021 "Big Data: El Impacto de Los Datos Masivos en la Sociedad Actual"**
Universitat Autònoma de Barcelona.
- 2021 "Viral Marketing Creation"**
University of Pennsylvania.
- 2021 "E-Business: Negocios Online"**
Universidad de Palermo.
- 2021 "Google SEO Fundamentals"**
University of California, Davis.
- 2020 "Digital Investigation For Journalists"**
University of Texas at Austin.
- 2019 "Investigative Reporting in The Digital Age"**
University of Texas at Austin.

Other knowledge

Languages: Native Spanish and English (Cambridge certificate). Basic Portuguese (currently studying). Software and technology: SEO/SEM, community management, audio and video edition, programming languages (PHP, HTML, CMS, CSS, ASP, JAVA), WordPress, Hootsuite, Photoshop.