



# LUISANNA GONZALEZ

## CREATIVE & PROACTIVE

2022

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## PROFESSIONAL PROFILE

Creative, proactive, and well-rounded professional.

Bachelor's degree in Clinical Psychology. Academic preparation in English, Writing, and Creative Arts. Experienced in the areas of Digital Marketing, Social Media, and Customer Experience.

Expertise in copywriting, proofreading, and translating. Focused on personal and professional growth, and interested in social/cultural diversity and global events.

Biggest strengths are creativity, introspection, attention to detail, problem-solving, interpersonal/teamwork skills, empathy, assertiveness, eagerness to learn, leadership, and organizational skills.

## SKILLS

- Bilingual
- Microsoft Package
- Slack
- Airtable
- Mailchimp
- Hubspot
- Dialpad
- Social Media Platforms
- Creative/Critical thinking
- Computer proficiency
- Google Workspace
- Asana
- Monday
- Tawk.to
- Shopify
- Canva
- Sprout Social
- Kajabi
- Art direction

## EDUCATION

### UNIVERSIDAD RAFAEL URDANETA (2012-2016)

Title obtained: Psychologist. Field: Clinical Psychology.

### UNIVERSIDAD DEL ZULIA (2013-2015)

Faculty of Experimental Arts (FEDA). Field: Plastic Arts.

### CEVAZ BINATIONAL CENTER (2005) - (2012)

I Initiated my studies in English in 2005. Later on, I completed all the adult courses and conversation groups available. Three years after, I received training to work there as an ESL instructor.

### TEACHERS OF ENGLISH TO SPEAKERS OF OTHER LANGUAGES (TESOL) (2017)

Completed the International Open Academy's TESOL (Teachers of English to Speakers of Other Languages) Certified Course.

## EXPERIENCE

### IMPRINT CREATIVE AGENCY (USA)

#### SOCIAL MEDIA MANAGER / COPYWRITER

Planned, developed and implemented strategies for multiple clients on their different social media platforms. Created and proofread written content for each client's social media taking their brand identity into account.

2020-2022

### FLUID TRUCK (USA)

#### CUSTOMER SUCCESS AGENT

Analyzed client concerns, offered solutions to complications, and guided product users through its features and functionalities, focusing on overall customer success. Supervised fleet management by implementing vehicle tracking, driver verification, overseeing self-service, and distributing maintenance, therefore ensuring the improvement of the organization's operations.

2018-2020

### HY CITE ENTERPRISES (ARGENTINA)

#### BILINGUAL VERIFIER

- Greeted and introduced clients located in the United States to the company.
- Verification of information about each client's financed purchases placed with the company.
- Confirmed the financial status of said clients by verifying their employment.
- Verified personal references provided by them.

2017 - 2018

### CREATIGE BRANDING AGENCY (USA)

#### EXECUTIVE ASSISTANT / PROJECT MANAGER

Management, recruitment and task supervision of our team of designers, social media managers and web developers. Copywriting, translation, and proofreading of content related to conscious business design, digital marketing and entrepreneurship.

2015 - 2017

### CEVAZ BINATIONAL CENTER (VENEZUELA)

#### ENGLISH INSTRUCTOR

English instructor for adults, children, and teenagers. Planning of course material, assessment of each student's progress, individualization of teaching approach per each student's needs.