# MARISOL DE LA FUENTE

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in Marisoldelafuente 2 @soldelafuente



## SENIOR LEVEL MARKETING & COMMUNICATION MANAGER

Over 18 years of results-oriented marketing experience in large and small companies. Credited with combining international marketing and business development expertise in order to deliver substantial revenue growth in highly competitive business markets. Meets financial objectives by proactively pinpointing market opportunities and customer requirements, and successfully builds and maintains long lasting business relationships.

Fluent in Spanish, English and Portuguese.

#### — AREAS OF EXPERTISE —

- Co-Marketing Strategies & Campaigns
- Trend and Market Consultation
- Project Manager
- Account Development, Management & Growth
- Internal and External Communications
- Brand Development
- Cross Organisational Teams Management
- Communication Strategies
- Competitive Analysis & Strategic Planning

## PROFESSIONAL EXPERIENCE



ORACLE - 2019/Actual

#### **Marketing Manager Argentina**

The role develops and delivers strategies and campaigns for Argentina, Bolivia, Paraguay and Uruguay.



HP - 2018/ 2019

#### **Marketing Manager Argentina**

The role develops and delivers strategies and campaigns for consumer and business in Argentina.



Intel Corporation - 2010/2016

### MARKETING DEVELOPMENT MANAGER LATIN AMERICA 03/2015 - 12/2016

Self-created role to develop and deliver strategies and campaigns for the Latin America region including Brazil and México for multinational companies such as Dell and Lenovo. Leader of multiple organisational teams including interns, agencies and contractors.

#### Key Contributions:

- I developed the Latin America Partner Marketing Team, a group that didn't exist before.
- I defined processes for the execution of the annual budget, USD60M, with Dell, Lenovo and the internal Intel team. In the past, the clients used to use the budget without performance reviews.
- I transformed Intel from a budget provider to a Marketing and Business consultant for our clients based on data from the market and trends. I defined a recurrent cycle of working meetings that didn't exist before.

#### Communication & PR Manager Arg, Chile, Uruguay, Paraguay & Bolivia 10/2010 – 3/2015

Self-created role to build a firm foundation between Intel, media and the ecosystem through communication strategies. Leader of multiple organisational teams including interns and contractors.

Key Contributions:

- I developed the Comms are that didn't exist before in the organization. I defined the strategy, plans, dashboards and metrics. I trained and hire the agencies and supplier to achieve de goals.
- I achieved the highest Ultrabook category Brand Awareness in Intel LATAM with the smallest MKT investment in the region (2012/2013)
- I was selected to work in the Worldwide Intel Digital Marketing Team in U.S. (2012) and I worked as the connection between all the geographies for the company campaigns execution.
- I was selected to be an Intel Ambassador and teach 2000 high school students about digital tools in Panamá as part of one of the company education programs (2012)
- I had the Champ Role as Digital MKT & Public Relations Leader for Intel Latin America in PC and Tablet, also Servers and Business in 2014. Before, Digital MKT & Public Relations Leader for Intel Latin America in Business and Channel in 2013.

## gettyimages - Image Bank

05/2010 - 08/2010

#### **Digital Marketing Manager Latin America**

Key Contributions: I created and developed the digital strategy and tools implementation for Latin America in a role that didn't exist before. I hired and trained all the supliers need it for the execution.



Zoo Logic S.A. – ERP

10/2005 - 08/2010

#### **Public Relations, Marketing and Communications Manager**

Key Contributions: I created and managed all the communications, marketing and public relations strategy areas within the company. I facilitated direction and management to a team of three contributors. I established the brand manual through developing it and the corporative image.

#### ADDITIONAL EXPERIENCE

- Account Director, Mauro & Estomba. Communication Agency. 12/2005 11/2006
- Account Director, Colombo Pashkus, Communication Agency, 10/2004 11/2005
- Senior Account Manager, Imanaging. Communication Agency. 02/2003 10/2004
- Account Manager, Communication Agencies. 2001/2004
- Journalist and Producer, for Different Media (Clarín, Nación, Planeta Urbano, etc.) and TV Shows (Channel 7 and 9) in Argentina. 1999/2001

#### **EDUCATION AND CREDENTIALS**

- Master of Strategic Marketing 2006/2007 UCES Buenos Aires
- Bachelor of Communications 2001/2003 UCES Buenos Aires
- Journalism 1997/1999 Instituto Grafotécnico Buenos Aires
- Graphic Design 1998 Fundación Unión de Centros Educativos Buenos Aires.

#### ACADEMIA

- Professor of Digital Marketing 2019/ Today Digital House Academy
- Professor of Corporate Images 2008/2012 Universidad de Morón/Social Communications
- Professor of Digital Communications 2012 Universidad de Palermo/Digital Communications

### PERSONAL INFORMATION

- I was born in Buenos Aires on 8 June 1979.
- I am International Sommelier from Escuela Argentina de Sommeliers and also professor in the sommelier career.
- In my free time I love to enjoy a good meal and a glass of wine with friends.
- My other passion is the science fiction, movies and books.