

MANUEL MEDINA AGOSTINO

B.A in Marketing

Country: Argentina

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PROFESSIONAL PROFILE

Bachelor's degree in Marketing and proven experience in sales and digital advertising. Expert in campaign management (Google & Meta Ads), social media strategy, and customer success, with a strong focus on data-driven results and performance optimization.

LABORAL EXPERIENCE

Buho Media (September 2025 – Present) – Freelance

<https://buhomedia.com.ar/>

Marketing Analyst

Managed end-to-end paid media campaigns on Google Ads and Meta (Facebook/Instagram). Administered direct client account, focusing on campaign scaling, budget optimization, and personalized strategic support.

Medina Viajes (January 2025 – Present) – Freelance

<https://medinaviajes.e-agencias.com/>

Marketing and Communication Lead

Oversaw company social media presence and lead database management. Executed marketing actions and promotional campaigns to drive lead generation. Developed corporate partnerships and agreements.

Eti Argentina (July - December 2024)

<https://eti.com.ar/>

Sales Executive and Marketing Assistant

Managed B2B sales and customer service for a self-adhesive labels and tapes manufacturer. Handled supplier relations and order processing. Executed email marketing strategies and database administration. Developed promotional materials (flyers) and managed Google Ads and social media campaigns.

EDUCATION

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- **Bachelor of Arts in Marketing**
Universidad Abierta Interamericana (UAI)
(2021-2025)
 - **Meta Ads Specialist Certification Felipe Vergara**

(October 2025 – December 2025)

- **Postgraduate course Digital Marketing Google Ads and Google Analytics**
Universidad Tecnológica Nacional (UTN)
(June 2025 – September 2025)
- **Postgraduate course Digital Marketing E-commerce and Tienda Nube**
Universidad Tecnológica Nacional (UTN)
(July 2025 – October 2025)
- Colegio French (Banfield)
High School Diploma in Economics and Administration
Special Bilingual Project with a Second Foreign Language (Portuguese)
Graduated in 2020

KNOWLEDGE

- English Fluent
- Portuguese Intermediate
- Microsoft Office.
- Google Ads
- Meta Ads
- Google Analytics

SKILLS

- Leadership
- Ownership
- Teamwork
- Adaptability
- Strategic Planning
- Result Oriented Management