



Analia Giraudo

Head of Client Solutions at
UTAG

<https://utag.io/>

 Arenys de Mar, Spain

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Links

 [LinkedIn](#)

Languages

English (Fluent)

Spanish (Native)

About

Hello! I am a digital account manager with 5 years of experience in planning and strategy building. I have worked with clients from different industries and backgrounds such as L'Oréal, Belcorp, Concacaf, Bayer Laboratories, Atlas Ocean Voyages and many more.

I love being up to date with the digital trends and innovations that can help your business grow! I am also an big fashion follower, I have always loved the fashion and beauty industry.

I am currently looking for an opportunity to start working part time to have a more flexible schedule. I'm currently based in Spain, near Barcelona.

BRANDS WORKED WITH

C.P.E.M. N°13

Cultural Care Au Pair

Dentsu International

E.P.E.T. N°12

Escuela Del Sol

Ibeauty BY Publicis

Mediacom

Solo Ofertas Bazar

Utag

UTAG

Experience

Digital Account Manager

Utag | Sep 2021 - Now

Digital strategy, client fronting, budget allocation, reporting & planning for US/ LATAM. New businesses strategy and on-boarding.

Integrated Media planner

Dentsu International | Jul 2021 - Sep 2021

Media manager

Ibeauty BY Publicis | Mar 2021 - Jul 2021

Team management, client fronting, budget allocations / budget control & regional reporting. Luxe, dermocosmetics & professional products division.

Senior Media Planner

Ibeauty BY Publicis | Jan 2020 - Mar 2021

Digital & traditional media planning for L'Oreal Argentina.

Junior Media Planner

Ibeauty BY Publicis | Oct 2018 - Dec 2019

Digital & traditional media planning for L'Oreal Argentina.

Media Assistant

Mediacom | May 2017 - Oct 2018

Media assistant for Royal Canin, Bayer and Masterfood.

English Foreign Language Teacher

C.P.E.M. N°13 | Jun 2016 - Feb 2017

English Foreign Language Teacher

Escuela Del Sol | Sep 2016 - Dec 2016

Profesora suplente de Inglés

English Foreign Language Teacher

E.P.E.T. N°12 | Jun 2016 - Dec 2016

Traditional and technical english teacher





- **Au Pair in the USA**

Cultural Care Au Pair | Aug 2014 - Mar 2016

- **Saleswoman**

Solo Ofertas Bazar | Dec 2012 - Feb 2013

- **Head of Client Solutions**

UTAG | Apr 2023 - Now

- Commercial, strategic, and operational leadership of the Client Solutions team.
- Responsible for customer service and expectation management for comprehensive projects.
- General supervision and improvement of the level of delivered products.
- Responsible for the development and implementation of processes for the Client Solutions team: creativity and project management.
- Upselling and cross-selling: Detection and follow-up of new opportunities with potential and existing clients.
- Expectation management, identification of potential alerts with clients, and problem-solving.
- Budget control and profitability of comprehensive and creative projects.

Education & Training

2011 - 2022

- **Argentinian Business University**

Bachelor in Advertising, Advertising