

Marketing and Commercialization

Expertise Digital Marketing, SEO, Geology, Geomechanics

Education Diploma in Digital Marketing, 2021
Pontificia Universidad Católica, Santiago, Chile
Geology, 2017
Universidad de Chile, Santiago, Chile

Professional Experience

2022 – Present	ITASCA Chile, Santiago Marketing and Commercialization Specialist
2021 – 2022	Rompecabeza Digital, Santiago SEO Analyst
2021 – 2021	Inland, Freelance Community Manager
2019 – 2020	ITASCA Chile, Santiago Project Geologist
2018 – 2019	E-Mining Technology, Viña del Mar Geotechnical Geologist

Project Experience

Marketing Area

- Experience in the development of technical-commercial content (posts, infographics, newsletters, presentations) in collaboration with expert team members.
- Coordination of participation in specialized trade shows and technical conferences.
- Coordination of training sessions and commercial activities to enhance the visibility of products such as *FLAC3D*, *3DEC*, *MINEDW*, among others.
- Design and implementation of digital marketing strategies to promote specialized technical software for numerical modeling applied to mining, energy, and civil engineering.
- SEO diagnostics and development of positioning strategies.
- Development and implementation of Digital Marketing Plan.

Geology Area

- Development of structural, structural domains, stratigraphic and geotechnical models for various underground and open-pit mines.
- Analysis of drillhole data and calculation of geotechnical parameters.
- Geotechnical mapping of drillholes and underground galleries in mining operations.