

# Elena Paoloni

## Content designer

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I'm a content designer currently based in Buenos Aires with a passion for storytelling. I have over 15 years' experience in digital marketing and content strategy, and 5 years' experience in content design.

## Work Experience

### SR. CONTENT DESIGNER | UX WRITER

Globant | Oct 2020 - Present

#### Sr. Technical Writer - Blackboard Learn (Feb - July 2023)

Scope: Audited and rewrote documentation for help site, wrote release notes for Blackboard LMS.

#### Sr. Content designer - LATAM Airlines (Oct 2021-Jan 2023)

Scope: User personas, user journeys, user flows, service blueprint, UX writing and storytelling, research, testing a11y. Products: Boarding Pass, Check-in, Cabin Upgrade, Flight Status

#### Sr. Content strategist - Wines of Argentina (Jan - Sep 2021)

Developed and carried out brand and content strategy aimed at the US consumer market. Created content (social media, blog posts, video ads, press releases, sales decks, reports and white papers, etc).

#### UX Writer - Pagochat (Oct - Dec 2020)

Content designer for a conversational platform that enables users to carry out financial transactions through WhatsApp.

### CONTENT STRATEGIST & UX WRITER

Crowder | May 2019 - Sept 2020

As a content strategist: Communications strategy and brand identity for a SaaS startup for the live entertainment industry. Marketing materials, sales pitches, brand manual, PR, social media management. As a UX Writer: Developed content (microcopy, help articles), user flows, worked on product design , UX research.

### MARKETING & COMMUNICATIONS MANAGER

Snap Media / Hemisphere Media Group | May 2018 - May 2019

In charge of marketing and communications for an international film distribution firm. Developed new brand identity and marketing strategy, e-mail marketing, social media management, press and PR, sales pitches, sales presentations, copywriting.

### SOCIAL MEDIA MANAGER

Google Argentina | Jan 2017 – Dec 2018

Social media strategist, content editor. Reporting & analytics.

### DIGITAL STRATEGIST

Fundación Huésped | Jun 2017 | Sep 2018

Digital strategy for awareness and performance campaigns. Influencer marketing, media planning, project management, Ads, reporting.

### SR. CONTENT PRODUCER

El Meme | Sep 15 – Dec 16 // UnoAr | Sep 16 - Apr 17

Digital producer and creative consultant for native content and influencer marketing campaigns. Content editor and producer (editorial, video, copy) for the website and social media. Analytics, social ads, reporting.

### CREATIVE COPYWRITER & SOCIAL MEDIA MANAGER

GREY Argentina | Dec 2012 - Sep 2013 // E4Interactive | Aug 2009 - Nov 2012

### PUBLISHER MANAGER

Smowtion Media Ad Network | Jul 08 – Jul 09

CRM Team Manager for Spanish and English speakers.

## Skills

### UX Content & Storytelling

Content design / UX Writing  
UX design  
UX Research  
Tools: Miro, Figma, Hotjar, Usability Hub, Axe

### Product Design

Design thinking  
Agile / Lean / Kanban  
Jira/Confluence

### Digital marketing and content

Content Strategy  
Content Creation (various formats)  
Branding  
Copywriting (long and short form)

## Education

### LIC. EN COMUNICACIÓN SOCIAL

Universidad Nacional de Quilmes | 2005

### Figma UX/UI Fundamentals

Daniel Scott (Adobe) | 2022

### UX Design for A11y WCAG 2.0

2023

### Intro to UX Principles and Processes

Georgia Institute of Technology | 2020

### Prompt engineering with ChatGPT

Jacob Coccari | 2023

### Intro to Service Design

Modernist Studio | June 2023

### Usability Heuristics

Acámica | 2021

### Design Principles: An introduction

U. of California San Diego | 2020

### PYTHON (Specialization)

University of Michigan | 2019

### AGILE MEETS DESIGN THINKING

University of Virginia | 2017

## Languages

Spanish / English proficiency  
Some Italian / Some French