

FERNANDO DASSO

Digital Marketing Analyst

Buenos Aires. Argentina

dahsso@gmail.com

04/02/1992

Digital Marketing Analyst with 5 years of experience in the position.

I'm an analytical and detailed person, determined to carry out all the different tasks to ensure the development of a workflow analysis and tweak processes for optimal efficiency and productivity.

For the last 2 years I've been an active user in the cryptocurrency ecosystem, having experience in almost anything that it could offer.

EXPERTISE

Data Analysis
Data Reporting
SEO/SEM
Web administrator
Social Media
Community Management
Social Listening
Email Marketing

SKILLS

Google Analytics
Google Ads
Google Data Studio
HTML
CSS
Drupal CMS
Salesforce Social Studio
Brand24
ICOMM Email Marketing

EDUCATION

High school
Carlos Pellegrini
2005 - 2009
Ballistics Expert
Instituto Universitario de la
Policía Federal Argentina
2011 - 2015
Marketing Studies,
HTML/CSS, Analytics, Google
Ads, SEO/SEM
Educación IT - Google
2018 - 2020

MARKETING EXPERIENCE

Digital Marketing Analyst

Grupo Ase Conecta

April 2021 - present

I manage the data analysis and create monthly reports about the four companies of the business group: Ase Nacional, Medifé, Fundación Medifé, Sanatorio Finochietto. I'm also in charge of the content administration of their websites using a CMS, the SEO/SEM optimizations and the social listening tools.

CRYPTO EXPERIENCE

BLOCKCHAINS

Ethereum Mainnet

Binance Smart Chain

Polygon Network

OKExChain

CeFi

Celsius

BlockFi

Nexo

YouHodler

EXCHANGES

Binance

KuCoin

AscendEX

FTX

OKEx

DeFi

Yield farming

Lending / Borrowing

NFTs

Blockchain games

WORK EXPERIENCE

Community Management

Telegram Moderator

CyberTime Finance

April 2021 - present