

María Belén Favre

UX Writer
Social Media Management

EXPERIENCE

UX WRITING

User Experience Research.

BOTMAKER
Software as Service
Company

Design and development of conversational flows.

Definition and development of voice and tone of chatbots according to company profile and user needs.

Content adaptation according to the user journey and pain points in the different channels (webchats, Facebook Messenger, Twitter and WhatsApp).

**LA AGENCIA
PUBLICIDAD**
Advertising Agency

SOCIAL MEDIA MANAGER

Content writing for digital assets.

**JUNTOS POR EL
CAMBIO**
Political party

Content posting and network moderation.

Digital researchs and social media optimization.

DIGITAL CONTENT EDITOR

Planning and writing content for digital assets (web pages, Facebook, Instagram, Twitter, YouTube, mailing, call center and WhatsApp campaigns).

Campaign planning and content writing on Google Display and Facebook Ads.

Digital consulting for local candidates and their teams.



CONTACT

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EDUCATION

CODERHOUSE

Digital Marketing: Community Manager

June 2020 - August 2020

ADVANCE UX WRITING

Platzi - Emilio Cosenza

January 2020 - present

UNIVERSIDAD DE CIENCIAS EMPRESARIALES Y SOCIALES

Communications Degree

2017 - present

TEMPORARY JOBS

FUNDACIÓN PENSAR

Content planning for social media.

INFOBAE

Social Media Management.