

Daiver Pedemonte Pérez

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*The web version of my CV excludes other contact details.

Experience [Current]

At THE WALT DISNEY COMPANY | Buenos Aires, Argentina

Virtual Worlds Manager • 2012 – Present

Management of the product portfolio (virtual worlds) of Disney Online Studios for Latin America, including Disney's Club Penguin, leading a team of 41 members and reporting to the Director of Disney Online Studios Latin America, who is also the Director of Disney Interactive Media Group (DIMG) for Brazil.

Experience [Past]

At INDEPENDENT | Buenos Aires, Argentina

Consultant • 2009 – 2012

Independent consultant for companies and brands that want to integrate technology into their marketing and advertising strategies.

At BRIDGER CONWAY | Buenos Aires, Argentina; Florida, New York, United States

Digital Account Director • 2011 – 2011

Account direction of North American, Middle Eastern, and European digital accounts of the agency. Bridger Conway is a full service branding and advertising agency with over 20 years in the field. Accounts included The Related Group, Dr. Brandt, The LeFrak Organization, Iberostar, Iberostate, and Telefónica.

At WOONKY IDEAS | Buenos Aires, Argentina

Account Director • 2010 – 2011

Management the agency's account portfolio. Main clients included Corona, Travelocity Latin America, Converse, La Nación, CCU Argentina, Zona Jobs, Metlife, and Cadbury. Woonky Ideas is an agency with a strong digital focus.

At AHLERA | Montevideo, Uruguay; Buenos Aires, Argentina

Account Director • 2008 – 2010

Account direction of a web design & development studio focused entirely on the web and new technologies. Tasks included project management, contact with clients, and new business development. Clients included LEGO Germany, Network Intellect, PositionWorx, and Mexad.

At GHOST PRO | Montevideo, Uruguay; Florida, United States

Digital Marketing Director • 2006 – 2008

Direction of design and programming teams to achieve the brand's objectives. Contact with clients, supervision of PR, creation and management of online campaigns, web traffic management and analysis. Increased digital sales by 60% in two years.

At LATINALPE INTERNATIONAL | San José, Costa Rica

Sales Assistant • 2000 – 2003

Contact with clients, accounting, order tracking, budget creation and management.

Education

The Country Day School | San José, Costa Rica • 1988 – 1991
The Lincoln School | San José, Costa Rica • 1991 – 2001
Universidad ORT | Montevideo, Uruguay • 2005 – 2008 – Advertising Major

IT Skills

Operating systems: Advanced knowledge of OS X, Windows, and Linux.

Office suites: Advanced knowledge of Microsoft Office, Apple iWork, and OpenOffice.

Adobe Suite: Intermediate knowledge of Photoshop, Fireworks, Dreamweaver, Illustrator, InDesign, Premiere, Soundbooth, and Flash.

Programming languages: Very familiar with the web's most used programming languages and frameworks including PHP, HTML, CSS, JavaScript, .NET, Ruby on Rails, and Python.

Databases: Advanced knowledge of logic and functionality behind MySQL, SQL, and Oracle.

Smartphones: Advanced knowledge of iOS, Android, and BlackBerry platforms and SDKs.

Other software: Advanced knowledge of most popular CRM, e-commerce, and project products, including web analytics & metrics. APIs, QR Codes, Papervision 3D, and augmented reality.

Specialties

Digital marketing and advertising strategies: Planning and coordinating the execution of digital campaigns and mid to long-term online strategies.

Technology integration: Finding new ways to integrate new and old technologies into marketing, advertising, and operations strategies. Focus in service industries.

New business development: Securing leads and providing existing clients with new options to increase their digital advertising budgets.

Digital process consulting: Service offered to companies that already have a relationship with agencies and need someone on their side to oversee the agency's digital work.

Languages

Spanish – First language.

English – Perfect reading, writing and speech (no accent).

Portuguese - Basic knowledge.

More information

For more information about me, please visit www.daiver.net.

Brands

These are some of the brands I've had the pleasure and privilege of working with, either within an agency or as an independent consultant.

