



FLORENCIA GONZALEZ
Project Manager, Marketing Specialist & Sommelier

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PROFESSIONAL PROFILE

With 15 years of experience in the wine industry and a strong background in digital marketing, social media management, SEO optimization, and content creation using tools like Canva and WordPress, I specialize in developing innovative strategies to enhance brand visibility. As a certified sommelier, I combine technical expertise with compelling storytelling to connect with global audiences. I excel in managing international projects, strategic planning, and event coordination. I'm looking to contribute my expertise to companies in the wine and gastronomy sector in dynamic, multicultural environments.

WORK EXPERIENCE

Labor Finders – Staffing Company | Project Manager & Operations Marketing Manager |
2025 – Present

- Led cross department project management for the CRM implementation (ActiveCampaign), owning timelines, deliverables, and stakeholder communication.
- Directed CRM rollout across multiple regions, managing system configuration, user onboarding, and workflow optimization.
- Trained operational and marketing teams across different locations to increase platform adoption and daily usage.
- Managed first party data operations: imports, segmentation, field structure, and governance.
- Oversaw email marketing programs (Constant Contact) and coordinated execution through Monday.com.

FirstPour - International Marketing Agency | Social Media Content & Copy Specialist |
2024 – Present | Part-time

- Designing and creating Instagram Stories for wineries.
- Writing engaging copy and effective calls to action (CTAs).
- Working bilingually in Spanish and English.
- Applying social media trends to enhance visual and written communication.

Pelleriti Priore – Premium wines from Mendoza, Argentina | Marketing Executive | 2025
(January – July)

- Social media management: content creation, editorial planning, post scheduling, and performance analysis, including Canva design and WordPress content updates.
- Execution of email marketing campaigns, using automation tools and Paymedia strategies to increase reach and engagement.
- Website content updates and coordination with design/development teams.
- Event support: planning and logistics for wine tastings, promotional activations, and trade shows.

Go Wine - USA Wine Importer & Distributor | Digital Marketing & Social Media Manager | 2024 – July 2025

- Content creation, scheduling, and management for various digital platforms.
- Daily social media administration, including email marketing campaigns and engagement strategies.
- Website updates and optimizations in collaboration with designers and developers.
- Logistical and operational coordination of events, wine tastings, and trade fairs.
- Development and management of promotional materials, both digital and print.

Durigutti Family Winemakers - Winery | Marketing & Communication Assistant | 2024

- Development and implementation of strategies to promote the winery's brand and products, leveraging SEO optimization and Canva-based content design for social media campaigns.
- Management of social media channels and creation of engaging content targeting wine enthusiasts.
- Support in organizing events and experiences, leveraging sommelier expertise.
- Collaboration in creating communication and promotional materials for global brand positioning.

Mendoza Andes / The Tintos - Tourism Agency | Marketing Manager & Wine Director | 2016 - 2024

- Managed social media accounts, content creation, and copywriting.
- Designed and sold customized wine and nature tourism packages for international clients.
- Coordinated with foreign operators and developed new tourism circuits, including budgeting and sales.
- Crisis management and billing.

The Vines of Mendoza | Client Service Representative | 2022 - 2023

- Managed wine-making plans and assisted clients in designing wine labels and brands.

- Supported clients in the wine exportation process and maintained regular communication.
 - Built strong client relationships by providing tailored solutions and guidance.
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EDUCATION

YA Agency

Project Management Certification

Coder House

Digital Marketing

E-commerce

Artificial Intelligence for Marketing

Social Media Advertising

Public Speaking, and Communication Techniques

Negotiation

Escuela Argentina de Sommeliers

Certified International Sommelier

SKILLS

- Digital Marketing & Social Media (Instagram, Facebook, LinkedIn, TikTok)
 - SEO Optimization & Website Management (WordPress, Google Analytics)
 - Content Design (Canva, Adobe Express)
 - Email Marketing & Automation (Mailchimp, HubSpot)
 - Paid Media & A/B Testing
 - Copywriting & Storytelling
 - Brand Strategy & Positioning
 - Project Management & Remote Collaboration
 - Data Analysis & Performance Tracking
 - Event Coordination & Experiential Marketing
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LANGUAGES

- **Spanish:** Native
- **English:** Advanced
- **Portuguese:** Advanced
- **French:** Intermediate

