

MATIAS JESÚS APARICIO

Creative Growth Strategist | Digital Marketing Manager

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Results-driven marketer with 3+ years of experience growing brands on Instagram and TikTok through organic content, paid media, and AI-powered strategies. Proven track record managing Meta and Google Ads campaigns, scaling communities from zero to tens of thousands of followers, and building full digital products. Uniquely combines creative direction with hands-on technical skills — from scripting viral videos to deploying web platforms with Vercel, Git, and Memberstack. Currently overseeing full digital operations as Project Manager for a healthcare brand and managing social strategy for a major FMCG brand. Fluent in Spanish; working proficiency in English.

CORE SKILLS

- Social Media Strategy (Instagram, TikTok, Facebook)
- Meta Ads & Google Ads (certified)
- Content Creation: Canva, CapCut, video scripting
- Copywriting & persuasive ad copy
- Community building & organic growth
- AI Tools: Claude, ChatGPT, Gemini, Midjourney, Runway, Higgsfield
- Web/Tech: Vercel, Git, Memberstack, WordPress, Xcode
- Analytics: Google Analytics, Monday.com
- Project Management & remote team coordination
- Bilingual: Spanish (native) · English (B1 — Cambridge)

EXPERIENCE

Project Manager & Social Media Manager · NUE Clinica 2024 – Present (2 years)

- Built the clinic's full-stack web platform from scratch: designed UI/UX, implemented patient registration with a multi-step medical validation flow (prescriptions require doctor approval before purchase is authorized).
- Integrated MercadoPago — Argentina's leading payment gateway — enabling secure online transactions directly through the platform.
- Integrated the Andreani API to automatically generate shipping labels upon patient approval, allowing the team to dispatch packages immediately without manual data entry.
- Built social media presence from zero: 0 to 10,000 TikTok followers and 0 to 800 Instagram followers organically. Managed \$100/month Meta Ads campaigns.
- Wrote and directed video scripts; led talent casting to ensure authentic brand representation aligned with the clinic's medical identity.
- Led all digital operations as Project Manager, coordinating internal teams and timelines through monday.com

Social Media Manager · Agencia Orishinal — SWIFT Alimentos 2024 (6 months)

- Managed multi-platform social media strategy for SWIFT, one of Argentina's largest FMCG food brands.
- Grew Instagram from 50,000 to 61,000 followers (+22%) through organic content and brand-aligned creative.
- Managed \$500/month Meta Ads budget across Instagram, TikTok, and Facebook.
- Produced visual content in Canva tailored to each platform's audience and algorithm.

Social Media Manager · Ministerio de Desarrollo Social — Provincia de Buenos Aires 2024

- Scaled government account from 2,000 to 15,000 followers (+650% organic growth) communicating social programs to 17M+ residents.
- Produced reels, posts, and stories with photography team; wrote platform-specific copy for each audience segment.
- Rebuilt account from 0 to 5,000 followers after unexpected platform suspension, restoring public communications.

Customer Service Specialist · ICBC Bank 2023

- Managed inbound client calls handling account changes, fixed-term deposits, debt management, and client retention using persuasive communication techniques.

Collections Specialist · HSBC Bank 2022

- Negotiated debt repayment plans with clients using tailored collections strategies and high-quality customer service standards.

WEB DEVELOPMENT PROJECTS

- NUE Clinica (nueclinica.com) — Full-stack web platform built from scratch: patient registration and medical validation system, MercadoPago payment integration, Andreani API for automated shipping label generation, and a clean accessible UI designed for patients of all technical levels. Deployed on Vercel with Git version control.
- Nueva Cereales (nuevacereales.com) — Corporate website for a cereal distribution company. Collaborated with the internal IT team to design and integrate a client-facing intranet module, enabling registered customers to log in and access their account, order history, and exclusive distributor tools.
- Rancho — Mobile app currently in development, built with Xcode and AI-assisted workflows.
- Waitlist Platform — Designed and deployed a web-based waitlist application using Vercel.

EDUCATION

B.A. Political Science · Universidad de Buenos Aires (UBA) 2020 – *Present*

Community Management & Digital Advertising · Coderhouse 2023

First Certificate in English (B1) · Cambridge Assessment