



RODRIGO VIOLA

Digital Marketer & Web Developer

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Skills

Marketing



Digital Marketing



Market Research



Professional Skills

HTML5



CSS3



Javascript



SEM



SEO



Personal Skills

Communication



Teamwork



Creativity



Detailed



Adaptive



Software Skills

Illustrator



Video Editing



Photoshop



Git



Adobe XD / Figma



Summary

Hello! I'm Rodrigo, I'm currently based in Montevideo working as a freelancer. I've had the opportunity to work with some of the largest iGaming and retail companies in the world. Having an entrepreneurial spirit I run a series of personal projects and am always looking for the next challenge. In my life I've had the chance to live in Canada, Uruguay and Spain for many years which enabled me to master both English and Spanish and also study and work in these countries in the fields of client relations, marketing, advertising and web development. Currently I'm looking for my next challenge.

Work experience

- 2021-04 - present**
Marketing Manager
[TowerHouse Studio, Montevideo, UY](#)
 In 2021, I joined the team as Marketing Lead at TowerHouse Studio, a software house based in Montevideo. I was responsible for developing and executing the marketing strategy for the company, as well as managing all marketing activities. We were a small but growing company, and I was really excited to be a part of it.
- 2019-12 - 2021-02**
CMO
[Power Global Innovation](#)
 In late 2019 I teamed up with PGI. Together we worked two projects simultaneously: RankingOnline.es – A 360 digital agency & TallerDelPatinete.es – An eCommerce / distribution website focused in the personal electric mobility market. These projects were spearheaded by a very small team, where in which we all took on many different tasks. In both of these projects I was in charge of developing the digital content. In the agency I was the designer, developer and technical guy. I also had 2-3 interns working with me at all times. I created the sales pitches, the general ideas and directed the designers and developers to achieve the best result for the clients. As for the TallerDelPatinete project, I was in charge of the design, inventory management, SEM, maintenance of the websites and development of the network (amongst many other tasks). In the time we worked on these projects I became very versatile and self sufficient, I learned a lot about how to run a small business, international business and sales.
- 2017-07 - 2019-12**
Owner / Freelance
[1UP.uy](#)
 For roughly two years I worked as a freelancer under my personal brand 1UP.uy. I have a series of personal projects that I still operate on the side. During my time operating 1UP I worked with leading iGaming companies in Sweden and Malta doing things such as market research, growth hacking, and the development of new markets. I also did some work with smaller companies which may involve a simple website or logo. In contrast; I've also done things like co-organized the Jump! Event in Montevideo, Uruguay.
- 2015-11 - 2017-07**
Product Manager
[LatamGaming](#)
 For about two years I worked alongside iGaming affiliate network operator LatamGaming where I was tasked with project management, graphic design, SEO/SEM, web development, growth hacking and digital marketing. I oversaw and operated the development of an 80+ website iGaming affiliate network which spanned all of Latin America.
- 2015-07 - 2015-11**
Marketing Assistant
[Trafilea](#)
 I worked as a consultant for (at the time) a small digital marketing agency Trafilea. I was tasked with coordinating teams of designers, programmers, and copywriters. As well as innovating and streamlining their customer acquisition process. This is when I became more involved in the production process of digital content.
- 2011-10 - 2013-09**
Retail Sales Specialist
[Apple Retail](#)
 In 2012 I started working at Apple in the Ottawa store. I was primarily tasked as a sales person, which taught me some useful customer service skills. I also took part in the maintenance and visuals teams. In 2013 I helped open the second store in Ottawa, where I remained. Apple showed me what it means to be in a positive work environment.
- 2015 - 2017**
Marketing Analysts
[Universidad ORT Uruguay](#)
 In early 2015 I moved to Montevideo where I took a two year Marketing analysis program. I used this opportunity to improve my analytical skills, as well as my spanish. During my time here I focused more on the digital side of marketing.
- 2010 - 2013**
Advertising and Marketing Communications
[Algonquin College of Applied Arts and Technology](#)
 Quickly after finishing at Sheridan I enrolled in an Advertising and Marketing Communications program. Here I was able to focus more on the business side of advertising, as well as learn about different facets of the business world.
- 2007 - 2009**
Marketing
[Sheridan College](#)
 I entered the Advertising and Design program at Sheridan College after high school. I went into this program with a design perspective, but what it really taught me was how much I like the business side of advertising more than the design. After two years I decided to focus on the marketing side of things.

Other Interests

First of all, I love games. Be it video games or board games, cooperative games or competitive ones, when it comes to games, I'm the first one on board. I try to spend as much time outside as possible, always on the lookout trying to find a good spot in the city to have a cup of coffee, or some hidden views to take a great shot, or simply a quiet corner to just relax. Lately I've been getting into 3D animation, being a quite tech savvy person I've always admired those who are skilled at 3D, I think of it as the pinnacle of digital art. As for sports, I'm more of a solo guy; I like biking, swimming and yoga. I also enjoy traveling, meeting new people and immersing myself in their cultures. I find it to be the best way to really learn about different places.