

# GERMÁN ROJAS LA VALLE

Social Media & Content Manager · Creative Direction · Brand & Campaigns | Argentina - Remote -

Available for LATAM + Global roles

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## PROFESSIONAL SUMMARY

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Content Strategist & Social Media Manager with 4+ years at Bitso (LATAM fintech), owning multi-channel content strategy, copywriting and scriptwriting, and full-funnel marketing execution. Led creative direction for a global rebrand, built brand voice applied across 4 simultaneous markets, and managed hybrid teams (in-house + 10-person agency). Experience in influencer marketing, performance analysis, A/B testing, and translating financial industry trends into relevant content. Currently full-time freelance, managing strategy and content for multiple clients across different industries simultaneously. English C1, advanced Portuguese, native Spanish.

## PROFESSIONAL EXPERIENCE

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### Freelance – Social Media & Content Manager · Independent · Mar 2026 – Present

- End-to-end content management for brands across different industries — fintech, food & beverage, boutique e-commerce, and consumer goods — including editorial strategy, calendar planning, and short-form video production/editing (Reels, TikTok) with a distinct style.
- Content strategist for a third party's personal brand: defined editorial line, tone of voice, and content planning.
- Content ideation, strategy, and real-time sentiment analysis for a consumer brand campaign tied to an international sporting event, including community moderation and editorial tone adjustments during high-sensitivity moments. Result: 39M+ views, 512K+ engagement, and 130+ content pieces produced.

### Social Media Manager · Bitso · Remote · Apr 2024 – Mar 2026

- **Content strategy and editorial planning:** Led the full LATAM content roadmap across all social channels, aligning content pillars with quarterly marketing goals and the company's value proposition.
- **Brand content and rebrand:** Led creative direction for Bitso's 2025 global rebrand: defined message architecture, tone of voice, and brand voice guidelines applied across MX, AR, BR, and CO, ensuring creative consistency at scale across all touchpoints.
- **Influencer marketing and branded content:** Led, alongside a specialized agency, a launch campaign for Bitso Stocks: managed 20 influencers and 80+ UGC creators across Instagram, TikTok, and YouTube. Result: 120+ videos published, 2M+ views, and 400K+ engagement. Oversaw briefings, content approvals, and brand alignment throughout production.
- **Executive reporting:** Synthesized content performance and audience sentiment data into dashboards for C-Level stakeholders, informing brand positioning decisions and quarterly roadmaps.
- **Crisis communication:** Co-created reactive content playbooks with PR and Communications teams to protect brand reputation during periods of high volatility.
- **Built and grew regional accounts from scratch:** Argentina, Mexico, and Colombia X and Instagram accounts reaching ~300K combined followers, and the LATAM TikTok account created and scaled to ~25K followers.

### Social Media Strategist · Bitso · Remote · Apr 2023 – Apr 2024

- **Multi-format content planning:** Designed and managed the regional editorial calendar across all LATAM formats and channels, ensuring cohesive messaging and a consistent brand voice.
- **Product launch content:** Led the conceptualization and execution of 360° campaigns for new token listings and product launches: defined the creative concept, segment narrative, and key assets per channel, coordinating with Legal, Product, and Growth.
- **Co-creation with content creators:** Designed a financial education strategy in collaboration with local influencers and creators in Argentina, turning audience insights into content co-produced with trusted external voices. Coordinated creator selection, creative briefing, and editorial review for each piece.
- **Copywriting and creative conceptualization:** Wrote copy, scripts, and creative concepts for launch campaigns, emails, user journeys, and organic content, adapting brand tone to each channel and audience segment.
- **Audience and trend insights:** Used social listening and analytics tools to identify market narratives and translate them into content pillars, directly shaping the regional marketing plan.

### Social Media Analyst & Community Manager · Bitso · Remote · Oct 2021 – Apr 2023

- **Performance optimization:** Monitored and optimized daily content performance across 4 key markets through data-driven iteration and A/B testing of formats and key messages, improving engagement rates and community sentiment.

- **Agency coordination:** Acted as main point of contact with creative agencies, managing end-to-end production of weekly assets and copy with 100% adherence to brand guidelines.
- **Regional localization:** Adapted global communication guidelines into localized social media tactics, ensuring cultural relevance across diverse LATAM audiences.

**Freelance – Community & Social Media Manager** · Independent · Jan 2019 – Oct 2021

- Designed and executed end-to-end content and social media strategies for clients across multiple industries, including active account management in the food/lifestyle sector (Instagram, Reels content, editorial calendars, and brand copy).

## SKILLS AND TOOLS

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**Content and strategy:** Creative direction, campaign conceptualization, editorial planning, brand voice and tone of communication, 360° campaigns, product launch content, social listening, crisis communication, executive storytelling, content governance

**Operations:** Agency and team management, cross-functional collaboration, remote work, budget tracking

**Tools:** Notion, Figma, Canva, Buffer, AI tools (ChatGPT, Claude), Sprout Social, SEMrush, Monday, Google Workspace

## EDUCATION AND CERTIFICATIONS

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**Leadership and Innovation Program** — UADE (2024) · **Blockchain & Crypto Certificate** — University of Michigan (2021)

**Bachelor's Degree in Labor Relations** — Universidad de Buenos Aires (2016)

## LANGUAGES

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**Spanish** (Native) · **English** (C1 — Advanced) · **Portuguese** (Advanced)