DANIELA TROMBETTA

Social Marketing & Entertainment | LatAm

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PROFILE

15+ years in digital communications and social marketing, most of them sparking social conversation for the entertainment industry across Latin America. At Turner and NBCUniversal, I built communication plans for channels like TNT, Universal TV and Telemundo Internacional across the full programming cycle: day-to-day schedule, special series, movie premieres and special events. I coordinated live coverage teams, worked red carpets and covered the industry's biggest award shows and events. I also designed the digital strategy for the launch of Universal+, NBCUniversal's streaming platform in the region.

Today, as Marketing & Content Director, I focus on social and creator strategy for brands and build AI tools for marketing. I also teach digital advertising at UADE.

My goal is to turn conversation and data into stories that build long-term bonds with audiences.

EXPERIENCE

See projects and results at danielatrombetta.com

DAND

Marketing & Content Director · Jul 2024 - Present

- Define and lead social, content and creator strategies for consumer brands, from strategic development and creative concept to execution and performance measurement.
- Lead creative and production teams and external partners for branded content, influencer campaigns and social assets across Instagram, TikTok and YouTube.
- Build AI tools and custom dashboards to automate analysis and reporting.

011Global · Miami, USA

Head of Marketing & Communications · Sep 2022 - Dec 2023

- Built and led a 15-person team, owning the company's marketing and communications strategy across B2B and B2C markets.

Grupo Muchnik

Digital Director · Jan 2022 - Sep 2022

Accounts: Mercado Libre (Mercado Ads), Interbanking and Visma

- Led a 10-person team across planning, content, media and reporting, streamlining workflows and processes.
- Set media investment and the channel and format mix, including budgeting and vendor negotiation.
- Turned KPIs and campaign results into actionable insights for clients.

NBCUniversal Media

Digital Growth Marketing Coordinator · Aug 2018 - Feb 2022

- Owned social and digital strategy and execution for Universal TV, SYFY and Universal+ (streaming platform) across Latin America, with organic and paid KPIs.
- **Designed and coordinated the full-funnel digital strategy for the launch of Universal+**, NBCUniversal's SVOD platform in Latin America, from awareness to subscription.
- Shaped Universal TV's social voice with a mid- and long-term brand view, driving steady community growth and **the highest engagement among its direct competitors**.
- Coordinated social coverage for E!, Telemundo Internacional and SYFY, assembling dedicated teams for events such as the Viña del Mar Festival.
- Managed quarterly budgets for campaigns, paid media and content agencies, directing agencies, freelancers and vendors from pitch to delivery.
- Developed and executed influencer and creator campaigns and co-branding partnerships with advertisers, working alongside PR, publicity, marketing, production, on-air and research teams.
- Built dashboards and automated reporting using paid, free and in-house tools, turning performance data into actionable insights.

Buenos Aires City Government

Social Media Expert · Dec 2017 - Jul 2018

- Social media strategy and digital campaigns, with data analysis, audience development and micro-targeting.

Turner Broadcasting / Warner Media

Social Media Executive · Dec 2014 - Dec 2017
Community Manager · Jul 2013 - Dec 2014
Web Designer & Developer · Apr 2012 - Sep 2013

- Directed social communication for TNT and TNT Series across Latin America: daily schedule, special series, premieres and events.
- Developed TNT's mid- and long-term social brand voice, driving significant growth in followers and engagement.
- Led real-time and live social coverage of the Oscars, Grammys, Golden Globes, Latin Grammys, Emmys and Miss Universe, among others, working alongside live events, press and on-air teams.
- Supervised production teams and external vendors for content and paid campaigns, using social listening, KPIs and audience insights to refine strategy.
- Created interactive TV-to-social activations with Flowics and campaigns such as #UnOscarParaLeo and #TNTLeaks.
- **Received the "The Innovator" Spot Bonus** for TNT Latin America's social content.
- Before joining the social team, designed and maintained the websites of TNT, TCM, Warner Channel, I.Sat and Space.

Earlier experience · 2008 - 2012

Web design and development at Wunderman for Microsoft LatAm, and at Sigma 811.

TEACHING

UADE

Lecturer · 2009 - Present

- Design and delivery of Digital Advertising I and II, Digital Analytics, Audience Analysis and Development, and Digital Storytelling Workshop.
- Co-author of a university textbook on digital advertising (forthcoming).

Coderhouse

Instructor · 2023 - Present

- Diploma program in Social Media, Digital Content and Introduction to AI.

EDUCATION

- Bachelor's Degree in Advertising, UADE
- Postgraduate Degree in Digital Marketing, Universidad de Belgrano
- Narrative Writing Program, Casa de Letras
- Generative AI for Designers and Art Directors, Haus (2025)
- AI for Marketing, Coderhouse (2024)

LANGUAGES

Spanish (native) · English (full professional) · Portuguese (intermediate) · Italian (basic)

SKILLS

Social marketing strategy · Brand building & fandom · Organic content & conversation · Social voice & community development · Creator & influencer strategy · Title launches & premieres · Real-time & live coverage · Audience strategy & targeting · Social listening, measurement & insights · Paid social · High-performing team leadership · Creative & production leadership · Budget, agency & vendor management · Cross-functional work with PR, publicity, marketing, production & events · Dashboards & reporting automation · AI for marketing

INTERESTS

Acting · Dance · Reading