



Social Intelligence Specialist at SABMiller

Studied Advertising Universidad del Aconcagua, Mendoza, Argentina

Lives in Bogota, Colombia

From San Rafael, Argentina

Born November 22<sup>nd</sup> 1989

Languages

Spanish Native

English Advanced

Portuguese Basic

Recognitions



2<sup>nd</sup> Place Short Movies Contest



Outstanding Thesis 2013 Universidad del Aconcagua



Silver Medal 2014 Universidad del Aconcagua



Outstanding Comms Member 2012 AIESEC



Best Mate 2002 Colegio Maristas



Best Mate 2001 Colegio Maristas

Education

Universidad Europea Miguel de Cervantes  
Master's degree, Strategic Business Management 2014 – current

Universidad del Aconcagua  
Bachelor's degree in Advertising, Advertising oriented to Marketing 2008 – 2013

Likes



Ecology



Board Sports



Leadership



Strategy



Marketing



Literature



Creativity



Open to new things

Understanding people is understanding business, I firmly believe. Rather than knowing deeply the business core, its strategy -even its essence-, by knowing what ignites people behaviors is the key.

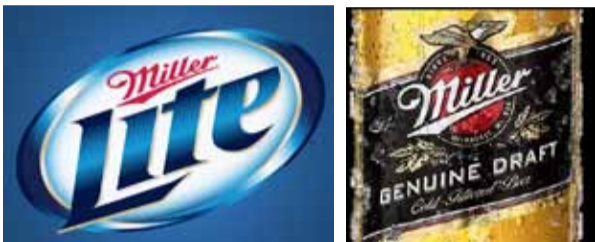
What do I pursue? The 'what' is work in progress, but the 'how' is currently defined: innovative, radical, joyful, and of course, surpassing value expectations.

As Steve Jobs quoted: 'Lets put a ding in the universe'.

Public Publish

Social Intelligence Specialist for Regional Brands in Latin America #SABMiller

june 2015 – actual job (5 months)BOGOTA  
I do research analysis from social media for Miller Genuine Draft and Miller Lite in 5 countries each in Latin America. We aim through the deep intelligence analysis to get to insights that can leverage brands performance, and so they apply valuable ideas for communications, content and market.



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Communication Analyst #SABMiller

july 2014 – may 2015 (11 months) Bogota

I was in charge of developing the communications strategy for the Global Business Services Hub of SABMiller. The role was under Human Resources guidance since its goal was to provide an efficient internal communication service as to build and reinforce the organizational culture thru sense of identification and belonging.

In this role more responsibilities were given:

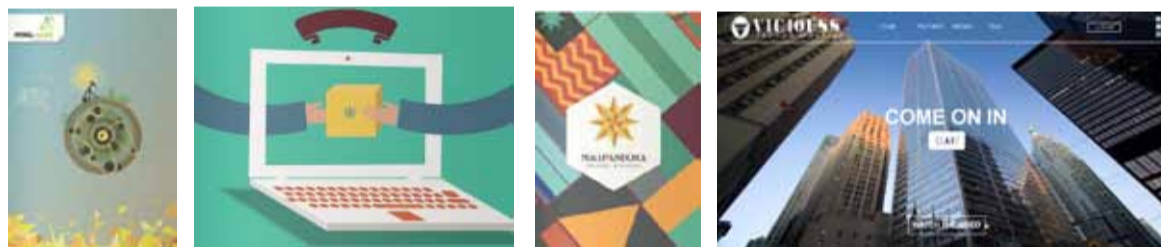
- Responsible of the digital internal communications platform for HR GBS and for GDC in Bogota.
- Develop the internal communications strategy for the European Hub in Krakow, Poland
- Coordinator of the 'Fun Committee'

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Marketing & Communications Strategist and Designer

#Freelance  
july 2013 – december 2014 (1 year 6 months) Mendoza

Worked independently for different start ups and small companies, providing assessment of products and services marketing, strategies, communication and design. This freelance work was by goals with deadlines, analyzing business potential thru market insights research. Some companies I worked for were: GR consulting, Vildoza, Petrol Human, Viciouss, Nossos Retalhos, Yapayunia.



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Marketing and Communications Lead

#CIMACOMUNIDADES  
septmber 2012 – december 2013 (1 year 4 months) Mendoza

The core of this NGO business job was to generate resources to guarantee long term sustainability and the transparence of its action. I used to develop marketing, communications and management strategies and tools to ensure NGO achieving its social and economical goals.

Advertising function Lead

#AIESECMendoza  
january 2012 – december 2013 (2 years) Mendoza

Inside Marketing and Communications area, I led the advertising function in which I had to coordinate a team with a designer and a copywriter. In this function we developed and created campaigns based on market insights mostly form university students target. Our team was recognized as the best communications team in the southern cone, and I was called to participate in the International communications team in Rotterdam.

Advertiser, Copywriter and Account Manager

#MP&A  
july 2011 – june 2012 (1 year) Mendoza

I started as an intern, writing texts for websites based on Google ad planner most searched words. Then evolved to have meeting with clients, develop briefs and designing and selling campaigns, search engines positioning and social media strategies.

Advertising Lead of SOS Autism project in Marrakech

#AIESECMENARA  
january 2011 – april 2011 (4 months) Marrakech, Morocco

The goal of the project was to develop a communications campaign to aware people in Marrakech about autism in children. I was in charge of creating an insightful campaign strategy, its design and copywriting. We started with a research and getting in touch with families with children with autism and and we finished with an event to raise funds.

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Volunteering Experience



CANTO VIVO  
Marketing & Communications Lead  
Aracaju, Brasil  
jan 2014 – apr 2014

Struggling for ecology in Brazil was hard since my role was beyond the marketing function to innovate and look for business solutions that provided the NGO sustainability and context relevancy.



Digital Marketing Course  
MASS Negocios Business School  
jun 2014 – jul 2014



Theater workshops and part of the University play at the psychology unit

Universidad del Aconcagua  
2012-2013 (2 years)

Contact?

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