

Verónica Robles

Social Media Strategist

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WORK EXPERIENCE

Social Media Manager Sr | Bucket Listers | Feb 2025 - August 2025

- Manage social media content for the East Coast market ([New York](#), [Miami](#), [Boston](#), and [Washington DC](#)). **Overseeing an audience of over 3 million across all our cities.**
- In charge of testing and iterating videos to create viral content with the use of social listening platforms.
- Manage influencer relationships.

LinkedIn B2B Content Manager | SquadS Ventures | Internship | Nov 2024 - Feb 2024

- Worked with the personal branding of **20 CEOs** in the Saas, Tech, and Venture Capital industries.
- Conducted over **10 weekly interviews** with the CEOs and business founders.
- Wrote up to **60 weekly content pieces for LinkedIn**, reaching a medium of 15k impressions per post, with a 3.3% engagement rate.

Investigative Journalist | [LA GACETA](#) | Internship | Jul 2024 - Nov 2024

- **Wrote up to 300 pieces** to help with the SEO of the website, these were directed to a young audience on the topics of mental health, social media, and self-development.
- **Produced 51 articles** that required deeper research, on the topics of entrepreneurship and business.
- One of my **proudest achievements** was interviewing Facundo Garretón, an Argentine billionaire and business founder. You can find my profile as a Contributing Writer [here](#) and all of my signed pieces.

Social Media Manager Sr | [Puppy Cake LLC](#) | May 2023 - May 2024

- Recognizing the brand's struggle to produce engaging video content within budgetary and time constraints, **I developed** and executed a solution through the creation of **an Affiliate Content Program**.
- **I collaborated with 25 ambassadors** to each generate 2 to 3 high-quality videos monthly. This initiative not only addressed the content creation bottleneck and budget limitations but also facilitated the activation of Instagram Reels. The result was a notable increase in interaction and expanded reach.
- Cultivated and maintained relationships with **influencers**.

Social Media Manager Semi-Senior | [R.A.P.P Agency](#) | Dec 2022 - May 2023

- Wrote highly medical content for: **[Pfizer LatAm President](#)** (on LinkedIn) and **[Bagó Labs](#)** (LinkedIn and Instagram). Created monthly social media analytics reports, tracking KPIs and providing actionable insights to improve performance.

Social Media Manager | [I.F.A.U.N \(Medicine Institute\)](#) | Freelance | Oct 2019 - Oct 2021

- Led the rebranding of the brand identity and content, **resulting in a 362% increase in Instagram engagement** and significant growth in Reels **views from 600 to 90k - 150k**.

EDUCATION

Critical Thinking Diploma: In-person course at Oxford University, certificate linked [here](#).

Bachelors in Behavioral Science: University UNSTA - Graduation year 2027

Behavioral Design: San Andrés University