Verónica Malamfant

Brand & Content Strategist | Author of Fast Luxury
Influencer Marketing, Seeding & Creator Partnerships

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Career Highlights

- **2 to 52 retained accounts** — Built GrupoMass's highest-billing practice and led a team of 20+.
- **Creator partnerships since 2008** — Developed paid collaborations and seeding programs, from audience and creator selection to briefs and campaign reporting.

Professional Experience

Vikinga Digital Agency | Chief Strategist & Founder | 2020–Present

- Lead brand positioning, content strategy, and creator programs for clients across the Americas. Coordinate creative and research specialists from the initial brief through content review.
- **Huawei —** Developed strategic communications proposals across the Americas, adapting campaign narratives and partnership ideas to local markets.
- **Sheraton —** Developed regional ambassador and creator plans for Sheraton properties in Latin America, including creator partnerships, familiarization trips, and fashion activations.
- **Anna Rossatti —** Directed digital campaign planning and coordinated creative contributors across paid social, newsletters, and e-commerce content.
- **Hell's Pizza —** Developed product-exchange collaborations with creators.
- **Machado Cicala —** Worked as a producer on client content.

GrupoMass | Digital Director | Buenos Aires, Argentina | Through 2019

- **Grew the digital practice from 2 accounts to 52 retained accounts**, building it into the agency's highest-billing practice and leading a team of 20+. Built digital identities through social strategy, content, and launches. Redesigned how creative, PR, production, and account teams planned campaigns and reported results.
- **Coca-Cola —** Won a competitive pitch against 10 other firms as part of the GrupoMass team, while leading the agency's digital practice.
- **Designers Buenos Aires and Buenos Aires Fashion Week —** Developed runway campaign concepts and video content, coordinating designers, artists, creators, and production collaborators from concept through execution.
- **Louis Vuitton —** Handled digital amplification and creator relations as part of GrupoMass's team supporting the brand's return to Argentina, including product loans to creators and celebrities.
- **Rappi —** Led launch communications for the brand's regional rollout in South America.
- **WeWork —** Coordinated a terrace InstaMeet and drone coverage. The team invited more than 300 creators, and Sheraton Colonia subsequently asked for a similar experience.

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GrupoMass Campaigns Continued

- **Nespresso —** Built the ambassador program and created a space for brand experiences. Screened creators for audience geography and buyer fit, passing on high-follower profiles whose audiences were a weak fit.
- **Samsung —** Directed talent selection, creator briefs, and reporting for regional Casa Samsung and Galaxy Note launches. Used creator credibility and product storytelling to reach consumers loyal to Apple.
- **Pandora —** Contributed to the team that developed Casa Pandora in Punta del Este and selected ambassadors for the experience.
- **Pantene —** Developed campaign concepts, pitches, and creator activations for product launches.

Selected Live Campaigns

- **Stella Artois Le Savoir, Buenos Aires —** Handled creator invitations and digital coverage with the agency team. The initial three-day run expanded to one week, and tickets sold out in advance.
- **PGA Tour, Pilar, 2017–2018 —** Worked directly with the association on creator participation and led the crew that filmed and livestreamed the event.

Earlier Agency Experience

Socialive | Content & Community Lead / Account Coordinator

- Coordinated content, creative work, community operations, and creator collaborations for Unilever brands including Sedal and St. Ives. Produced campaign summaries, content calendars, and client reporting.

Lumia | Digital Campaigns & Influencer Relations / Project Consultant

- Developed digital campaigns across websites, online promotions, and brand activations. Expanded into paid influencer and model collaborations in 2008 and later advised on pitches and product launches for Unilever and 3M.
- Developed early product-seeding campaigns for Unilever, using creator selection, community insights, and platform-specific content to support launches.

Cranear Agencia de Contenidos | Digital Director

- Directed social strategy, branded content, and e-commerce projects. Managed client accounts, editorial calendars, production, and reporting.

Television Experience

Canal 13 Argentina | Scriptwriter & Producer | 2010–2012

- Wrote scripts and produced television segments for Chiche Gelblung.

América TV | Producer

- Produced news and current affairs programming, including projects with Rolando Graña.

Education and Publications

Studies in Communication Sciences, Journalism, and Photography

Author of *Fast Luxury by Algorithm*. Published books include *Amigos con derecho a roce* and *Manual de la rubia tarada* (Vergara).