

Karen Agostini

Marketing Automation, AI Content, AI Audiovisual Production & AI Automation Specialist

Caracas, Venezuela | Remote | +58 412 1084937 | karenagostini@yahoo.com | linkedin.com/in/karenagostini | www.karenagostini.com

Available for full-time, part-time, freelance or international contract work | Eastern Time / Miami time | Authorized to work in Venezuela and Spain; no visa sponsorship required for Spain

PROFESSIONAL SUMMARY

Digital marketing specialist with 15+ years of experience across SEO, content, social media, email marketing and digital projects. Current focus: marketing automation, AI content, AI audiovisual production, conversational AI and documented workflows. Connects marketing strategy, psychology, visual communication and applied AI to create clear, reviewable and practical systems for remote teams.

CORE SKILLS

- Marketing automation: n8n, workflow design, webhooks, Google Drive, Google Sheets, Airtable, Buffer, Telegram, error reporting and automated publishing.
- Conversational AI and knowledge systems: OpenAI, ChatGPT, AI agents, knowledge bases, query routing, ManyChat, MindBehind, chatbot flows, commercial responses, FAQs and human handoff.
- AI audiovisual production: product research, creative concepts, scripts, storyboards, technical prompts, image and video generation, avatar direction, scene design, visual continuity, shot selection, camera movement, lenses, lighting, speech synchronization, editing and vertical 9:16 adaptation.
- SEO and content operations: SEO research, search intent, WordPress, copywriting, social media, community management, newsletters, editorial automation, templates, datasets, taxonomy, reporting and quality control.
- Creative and analytics tools: Google Flow, Canva, CapCut, Affinity, Metricool, Mailchimp, MailerLite and Google Analytics.
- Technical foundations: HTML5, CSS3, basic JavaScript, JSON, REST APIs, Git and GitHub, Docker, MySQL, PostgreSQL, Python, Tkinter, Flask and Django. Python and full-stack AI training are in progress.
- Languages: Spanish - native; English - advanced professional and technical use.

PROFESSIONAL EXPERIENCE

DIMEONLINE INC.

Digital Marketing Expert | Marketing Automation, AI Content & AI Automation Specialist

October 2018 - Present | Remote

- Deliver digital marketing, automation, commercial content and reporting for DimeCuba, combining SEO, WordPress, email marketing, social media, ManyChat, n8n and AI-assisted workflows.
- Design editorial workflows connecting ChatGPT/OpenAI, n8n, Google Drive, Buffer and Telegram to classify content, adapt copy by platform, schedule or publish materials, report errors and update publication status.
- Manage knowledge bases and instructions for AI customer-support agents in OpenAI and ManyChat, including commercial responses, products, services, FAQs, purchase links, policies, service tone and human handoff.
- Produce end-to-end AI-generated and AI-assisted audiovisual content from product research and creative concept through scripts, storyboards, technical prompts, image and video generation, avatar direction, visual continuity and final editing.
- Create short-form vertical content for Reels, TikTok, YouTube Shorts, Facebook and LinkedIn, adapting hooks, demonstrations, storytelling and calls to action.
- Document workflows, prompt systems, knowledge structures, validation criteria and human-review points so teams can inspect and improve AI-assisted processes.

SPANISH RED CROSS

Volunteer | Computer Skills Instructor

October 2016 - April 2017 | Spain

- Delivered basic computer-skills training to older adults as a volunteer.

SELF-EMPLOYED / FREELANCE

Freelance Digital Marketing Specialist

January 2009 - December 2015 | Spain / Remote

- Created and managed Cubanos del Mundo, leading content strategy, SEO, email marketing, social media, community management, design, digital advertising sales, advertiser relations and website maintenance.

QUALITY CHOICES WORLDWIDE

Search Engine Optimization Specialist

August 2008 - August 2009 | Spain / Remote

- Optimized language-learning websites through keyword research, SEO titles and meta descriptions, content optimization, internal linking, page structure improvements and Google Analytics tracking.

GRUPO JYC

Digital Marketing Specialist

January 2006 - October 2011 | Spain / Remote

- Managed digital marketing for ENSIP, including SEO, social media, email marketing and copywriting to communicate product benefits and support user acquisition.

SELECTED PORTFOLIO CASES

- AGENT_DC - Source-grounded DimeCuba customer-support system covering prompt architecture, official-source consultation, knowledge base, query routing and AI customer experience.

- AIVO QA - Conversation evaluation, chatbot testing, knowledge-base validation, error analysis and improvement recommendations.
- KPI and engagement analysis - Multichannel reporting, period comparison, publication, hook and CTA evaluation, synthesis, recommendations and redacted samples.
- Copy, SEO and content operations systems - Copywriting rules, SEO research, templates, datasets, agent prompts, editorial automation, taxonomy and quality control.
- AI audiovisual production assistants - Camera Assistant, Cinematic Director AI, video prompt archive, shot and lens selection, camera and lighting direction, composition, continuity and scene direction.
- Automated video publishing - Documented workflow using n8n, Google Drive, ChatGPT/OpenAI, Buffer and Telegram; credentials, identifiers and private configuration excluded.
- AI audiovisual production - Product research, creative concept, script, storyboard, technical prompts, avatars, image and video generation, continuity, vertical 9:16 adaptation and final editing.
- Conversational marketing with ManyChat - Product and travel flows with generative AI responses, Google Sheets actions and customer-journey automation.
- Habla Inglés con IA - Personal WhatsApp learning assistant with text and audio; currently in testing.

EDUCATION AND CERTIFICATIONS

UneWeb

Diploma in Python: Full-Stack Programming with Python and Artificial Intelligence | August 2026 - Present

In progress. HTML5, CSS3, JavaScript, MySQL, PostgreSQL, Python, Tkinter, Flask, Django, REST APIs, testing, Git/GitHub, Docker, deployment and AI integration.

Universidad Central de Venezuela - FUNDEIM

Adult English Training through Advanced I | Statement issued June 6, 2026 | 144 academic hours

Intermediate III: 18/20. Intermediate Conversation: 19/20. Advanced I: 19/20.

Grupo Tecnológico Akdemy

Expert in Intelligent Automation: n8n + AI | Grade: 20/20 | July 21, 2026 | 32 academic hours

JSON, webhooks, Google Sheets, Airtable, CRUD, Chatwoot, chatbots, data transformation, regex, Telegram, Slack, dynamic prompts, sentiment and intent analysis, audio and WhatsApp automation, GPT + n8n, function calling and error handling.

EDTécnica

Certificate in Digital Design | October 10, 2025 | 240 academic hours

Professional training in digital design.

UPEL - Instituto Pedagógico de Miranda Jose Manuel Siso Martinez

Diploma in Digital Design | January 15 - September 18, 2025 | 200 hours

Illustrator, Photoshop, Adobe Premiere, CapCut, Adobe InDesign, branding, photography, art direction, video postproduction, editorial design, UX/UI and Figma. Certificate issued October 27, 2025.

Universidad Central de Venezuela and Fundación ProPymetic

Diploma in Social Media Management | January 2, 2019 | 120 academic hours

Professional training in social media management.

Universidad Central de Venezuela and Instituto Internacional de Marketing Digital

Diploma in Digital Marketing and SEO | January 2, 2019 | 120 academic hours

Professional training in digital marketing and search engine optimization.

Academia de Preparación MIR / UDIMA

University-Specific Master's Degree in Mental Health Intervention Update | 2021 - 2022 | 90 ECTS

Completed university-specific postgraduate training endorsed by UDIMA.

Ministry of Education of Spain

Official recognition of the Venezuelan Psychology degree | January 10, 2011

Recognition valid throughout Spain after completion of complementary requirements at the University of Barcelona.

Universitat Autònoma de Barcelona

Master's in Clinical Psychology and Behavioral Medicine; postgraduate diplomas in methodology/assessment and clinical intervention | 2005 - 2007

University-specific postgraduate qualifications issued by the Department of Clinical and Health Psychology and the Department of Health and Social Psychology.

Universidad Central de Venezuela

Degree in Psychology | Degree conferred January 30, 2004

University degree in Psychology.

Deusto Formación

Internet Marketing Course Diploma | May 27, 2008 | 250 hours | Grade: Outstanding

Professional course in internet marketing.

Crea Formación

Professional Course in Web Design and Programming | March 2007 | 154 hours

Professional course certificate issued in Barcelona.

PUBLICATION

Imagina Salud: Beneficios de una Visualización Guiada para el tratamiento del cáncer, efectos en calidad de vida y sistema inmune. Author: Karen Agostini Garcia. Editorial Académica Española, 2011. ISBN-10 3845484918; ISBN-13 9783845484914. Spanish-language softcover, 60 pages. Topic: guided imagery, anxiety, depression, stress, quality of life and emotional support in the context of cancer. Amazon: Amazon purchase link