

Vates Marketing Intern

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Vates is located in one of the biggest buildings you'll find in Córdoba, Argentina. It's a company that's all about tech and software, and it's pretty well-known not just in Argentina but across Latin America too. They're really into developing new tech solutions which puts them right at the heart of the tech industry in the region. Being in Córdoba, a city with a lot of history but also a growing tech scene, Vates is at a sweet spot where old meets new, making it an interesting place to work and learn.

My internship at Vates was great for understanding the marketing world, especially how it works in Latin America. While marketing wasn't where my head was as far as my career path I definitely got better at understanding and working with the unique aspects of the Latin American market. This internship wasn't a perfect fit for my studies and or what I want to do later on but it did help me grow as a person in the ever growing business world. It was all about learning by doing, getting my hands dirty with real projects, and seeing firsthand how marketing strategies can change when you're dealing with different cultures and economies.

In this report, I will discuss the journey of my internship at Vates, starting with a closer look at the company itself. I'll talk about Vates' mission, its standout role in Córdoba, and how it's recognized across Latin America's tech scene. Then, I'm going to share why I chose this internship, mainly my goal to get a real feel for the Latin American market and its unique challenges.

Next, I'll dive into what I did on the daily basis—my roles, the projects I got involved in, and how these experiences gave me a hands-on lesson in applying marketing strategies across diverse markets. This part is all about showing how the work I did day-to-day helped me grow in understanding and tackling the marketing world in new ways.

I'll also reflect on how this experience pushed my professional development forward. I plan to highlight how I've become more adept at dealing with market complexities and how I've gained a deeper appreciation for the subtleties of cultural differences through marketing.

Moreover, I'll talk about the impact I believe I had on Vates. This will include the feedback I received and how my approach to work and cultural exchange might have left a positive mark on the team and the company culture.

I will summarize the main takeaways from my internship—what I learned, how it's shaped my view on my future career, and how these insights will guide me moving forward. This conclusion aims to tie all my experiences together, showing how they've prepared me for the next steps in my professional journey.

This internship at Vates, while initially diverging from my primary career interests, unfolded as a pivotal journey in understanding the complexities of marketing within Latin American markets. Through hands-on projects, linguistic immersion, and invaluable cultural exchanges, I not only enhanced my professional acumen and Spanish fluency but also discovered a newfound appreciation for marketing's role in global business. This experience, bridging the gap between my academic pursuits and real-world applications, underscores the transformative potential of international internships in broadening perspectives, fostering professional growth, and preparing for a diverse and interconnected global business environment.

Vates is not just any tech company in Córdoba, Argentina; it's a place where technology and innovation come to life, thanks in large part to its founders: Mario Barra, Omar Vega, and Marcelo Quinteros. Who have years of experience in the software and tech industry. They've turned Vates into a powerhouse for software development, not just in Argentina but on a global scale.

Mario Barra, one of the co-founders, is a veteran with over 30 years in the industry. He's at the helm of a team of more than 500, specializing in Nearshore software development. They're all about creating tech solutions that work across borders. Barra has a knack for guiding Vates' tech teams through thick and thin, pulling from his vast experience with startups and big names alike. He's also an educator, sharing his knowledge as a professor at the National Technological University.

The second cofounder Omar Vega, who's been in software for 25 years. As a director, he's the strategic brain behind Vates, making sure the company's production and business departments are firing on all cylinders, both locally and internationally. Vega's a big believer in supporting small and medium enterprises and plays a key role in shaping public policies to help the tech sector thrive. His leadership roles in significant tech and industrial organizations show he's committed to pushing the industry forward.

Marcelo Quinteros rounds out this trio of founders. He's been there since the beginning, helping steer Vates from a small startup to the international player it is today. With his eyes always on the strategic goals, Quinteros makes sure Vates has everything it needs to grow and succeed. His journey from a Systems Engineering student to a co-founder of a global tech company is nothing short of inspiring.

But Vates isn't just about its founders; it's about what they've built. The company is a go-to for Nearshore software development, helping businesses around the world get the tech solutions they need. But that's not all. Vates is big into staff augmentation, which means they can plug in their experts into teams anywhere, helping companies scale up their projects without skipping a beat. Whether it's developing cutting-edge software or offering strategic tech consultation, Vates has the skills and the people to make it happen.

During my time at Vates, my role carved out a niche at the intersection of digital marketing and cultural immersion. A significant part of my responsibilities revolved around the creation and management of content for social media platforms, with a particular focus on LinkedIn. This wasn't just about throwing posts into the digital ether; it involved crafting messages that resonated with a diverse Latin American audience. Each post was a blend of marketing acumen and cultural sensitivity, tailored to engage and captivate. This task wasn't just a test of my marketing skills; it was an exercise in linguistic agility. Crafting these posts in Spanish, I found myself diving deeper into the language, each sentence an opportunity to enhance my fluency and grasp of regional nuances.

But my role wasn't confined to the boundaries of content creation. I was also tasked with the strategic targeting of different Latin American markets. This meant understanding the unique social and economic landscapes of each country within the region. It was a role that demanded not just creativity, but analytical thinking. I had to identify and understand the varied preferences and behaviors of consumers across different Latin American countries, adapting our social media strategies to match. This part of my job was about finding the right tone, the right message, that would speak directly to the heart of our audience in each market.

Adding onto my roles and responsibilities, a huge part of my growth during the internship came from how much my Spanish improved. It's one thing to learn Spanish in class, where everything feels kind of controlled and predictable. But there is a noticeable difference when you're using it daily, especially in a professional setting like at Vates. Every LinkedIn post I crafted or market analysis I conducted pushed me to use and understand Spanish in ways I hadn't

before. I was picking up on phrases that you'd never find in a textbook. I never knew there were so many specific terms for digital marketing or tech related things in Spanish.

This for me was an experience that was unparalleled to any other Spanish learning experience. I was diving deep, getting a feel for how to communicate complex ideas and strategies in another language. It was very interesting to me when I began to think in Spanish sometimes, trying to figure out the best way to phrase something so it clicked with our audience. The feedback I got from my colleagues as well was super helpful. It was real-time learning, with each correction or suggestion making my Spanish sharper and more nuanced. Honestly, by the end of the internship, I felt like I could navigate a whole new world of conversation in Spanish, talking about stuff like software development processes and marketing strategies like it was no big deal. This experience was a game-changer for me, turning what was once just a subject in school into a living, breathing part of my everyday life and work.

The trajectory of my professional development during the internship at Vates was very transformative. Beyond the skills in marketing, one of the most profound areas of growth was my mastery of Spanish in a professional context. This wasn't just about improving my vocabulary or getting better at grammar. It was about learning to navigate complex business discussions, understanding and employing industry-specific expressions, and engaging in the kind of high-level conversations that define the professional world. The opportunity to use Spanish daily, not just in written communications but in real, meaningful dialogue with colleagues and clients, exponentially increased my fluency and confidence. It was a deep dive into a linguistic pool that stretched far beyond the classroom, offering a real-world application of language that textbooks simply can't replicate.

But the internship's impact extended beyond language learning. It placed me in rooms with key figures in the tech industry, allowing me to observe and participate in discussions that were crucial to the company's strategy and operations. These experiences were invaluable; they taught me the nuances of professional interaction and the importance of effective communication. The ability to articulate ideas clearly and convincingly in a second language, to hold my own in conversations with industry leaders, was a powerful testament to the growth I experienced during my time at Vates.

My internship has become a highlight of my resume, particularly the global aspect of my work. Whenever I discuss my experience at Vates during interviews, it sparks curiosity and interest. It's not just about the tasks I performed or the skills I acquired; it's the implication that I have successfully adapted to and thrived in a diverse, international work environment. This aspect of my internship demonstrates my ability to navigate cultural differences and work effectively with a broad range of individuals. It signals to potential employers that I possess a level of adaptability, cultural sensitivity, and interpersonal skills that are highly valued in today's globalized market.

The connections I've made through this experience have significantly broadened my professional network. My interactions on LinkedIn, aided by the work I did and the content I created, have led to numerous connections with individuals who are not only aware of my strong work ethic but are also willing to lend support and open doors for me in the future. These relationships are testament to the positive impact of my internship, providing a foundation upon which I can build my career.

My internship at Vates, while immensely beneficial for my personal and professional growth, was also a period during which I had the opportunity to make a tangible impact on the

office culture and the colleagues I worked with. Coming from the United States, I brought a different cultural perspective to the team, sparking curiosity and opening up dialogues about cultural practices, perspectives, and nuances between the U.S. and Argentina. These conversations went beyond mere cultural exchange; they fostered a deeper understanding and appreciation among my colleagues for the diversity and global interconnectedness that define our modern world. My presence and active participation in these discussions contributed to broadening the cultural horizon of the office, making it a more inclusive and globally aware environment

Moreover, my work ethic and dedication during the internship left a lasting impression on my team. I approached every task with enthusiasm and a willingness to learn, which, coupled with a consistent drive to contribute meaningfully to our projects, resonated with my colleagues. Whether it was through my efforts in marketing, my eagerness to improve my Spanish, or simply my approach to problem-solving and collaboration, I endeavored to set a positive example. This attitude towards work and learning wasn't just about completing tasks; it was about contributing to a team culture that values diligence, curiosity, and mutual support.

The impact of my internship wasn't limited to cultural contributions or work ethic alone. The connections I made at Vates are a testament to the lasting mutual respect and camaraderie that developed between myself and my colleagues. The relationships built during this time are reciprocal and enduring, characterized by a willingness to support and assist each other whenever possible. For instance, the bond formed with my former colleagues at Vates is such that if any one of them reached out for assistance or advice, I would be more than willing to lend a hand in any way I can. This goes both ways; I know that I can count on them for support, advice, or simply to share insights and experiences. This network of mutual assistance and professional



solidarity is perhaps one of the most significant impacts of my internship, underscoring the value of building strong, supportive relationships in the workplace.

While it may not have been in a field that I was originally interested in, my time at Vates really showed me a different side of my degree and another application of the knowledge that is gained through the LAIB program. The marketing aspect of LAIB was a side that I was originally not interested in exploring, but through the situation that I was put in in Cordoba, Argentina with Vates showed me that I do have an interest in marketing. The international factor broadened my horizons as far as getting to know different markets and being more holistic when carrying out work in any workplace that I choose in the future. My internship was a pleasant surprise that really opened my eyes and allowed me to see all of the options that I truly have with the Language and International Business degree I will be gaining the upcoming fall.