



Ci | comunicaciones
integradas

Corporate Presentation

2024



We excel in **strategic communications** and **public relations**, specializing in cultivating **corporate reputation** for **organizations, brands and leaders.**

With over **15 years of experience**, we are adept at elevating communication efforts to new heights.





Who we are

Ci Comunicaciones Integradas is a dynamic PR & Communications company specializing in the development of regional and local communication strategies.

Founded in 2008 by Valeria Gravenhorst and Macarena González Sbarbi, our consulting firm is dedicated to delivering high-quality services in the communications market. We are committed to fostering long-term client relationships through two key pillars: personalized professional dedication and interdisciplinary teamwork, which enable us to provide creative and efficient solutions.

Ci offers communications and PR consulting services to influencers, employing tailor-made solutions and high-impact strategies to enhance our clients' positioning and visibility, as well as to bolster their business and marketing plans.

Companies, brands, and executives choose us for our ability to cultivate trust-based relationships and our commitment to working as an extension of their team.

Worldwide partner

Macarena González Sbarbi | Founding Partner



With over twenty-five years of expertise in corporate communication and public relations, I have been a founding partner and co-owner of Ci Comunicaciones Integradas since 2008. In this role, I oversee a diverse portfolio of local and regional accounts, including Salentein Family of Wines, Rust-Oleum, Anima Films, and Bumble, among others, managing specific projects.

My journey began as an account assistant at Salem Viale & Asociados, and I later joined Edelman Argentina, where I progressed from an account executive to an account director. Additionally, I honed my skills in media relations, PR, and marketing communications at Muchnik, Alurralde, Jasper & Asoc. / MS&L.

My educational background includes a degree in Journalism and Social Communications, with a specialization in Marketing Communications. In 2020, I obtained certification as an Organizational Coach from San Andrés University Business School, followed by accreditation as an Ontological Coach from Newfield Network School in 2022, recognized by the International Coaching Federation (ICF).



María Valeria Gravenhorst | Founding Partner



With over thirty years of experience in the communication and public relations industry. My career journey began as a press assistant at Argentina's Ministry of Education. In 1998, I transitioned to Dakota S.A., a public service company managing its internal and external communications. Later joined Fernández Ivern Comunicaciones/Fleishman Hillard, where I specialized in media relations, marketing, and corporate communications.

Since 2008, I have served as a founding partner and co-owner of Ci Comunicaciones Integradas, overseeing a diverse portfolio of local and regional accounts, including Western Union, Pago Fácil, Inviu, and EXO Energy, among others.

I hold a Bachelor's Degree in Public Relations from the Universidad Argentina de la Empresa and an M.A. in Public Opinion and Mass Media from the Facultad Latinoamericana de Ciencias Sociales (FLACSO).





What we do

CORPORATE COORDINATION

Utilizing IT tools and management expertise, we optimize regional coordination efforts within Spanish-speaking markets. We specialize in coordinating regional teams and tailoring PR strategies and communication initiatives for effective implementation.

PR & MEDIA RELATIONS

We foster relationships between companies, brands, NGOs, and key audiences. Our focus is on developing, amplifying, improving, and fortifying corporate and brand reputations, the primary asset of each business.

CORPORATE COMMS & PUBLIC AFFAIRS

We provide counsel to companies on their corporate and community relations, facilitating interaction, information flow, and networking with influencers and institutions across legislative, government, business, academic, and civil (NGOs) sectors.



What we do

EXECUTIVE LEARNING

We equip executives or influencers with the skills to effectively engage with journalists and other key audiences through tailored communication trainings, including public speaking, storytelling, media training, crisis management, and reputation risk management.

INFLUENCER & SOCIAL MEDIA

Leveraging technology and the digital landscape, we integrate communication strategies across various channels, including social networks, applications, and emerging platforms. As communication experts, we strategize, develop, and execute content to empower brands and companies.

Our work methodology

- ✓ **Selected Clients:** We carefully select our clients to ensure alignment with our values and objectives.
- ✓ **Flexible and Agile Approach:** Our team adopts a flexible, agile, and team-based approach, giving us a competitive edge during project preparation.
- ✓ **Expertise and Creativity:** Our management team's expertise and creativity transform us into trusted business partners for our clients.
- ✓ **Tailored Work Teams:** We customize our work teams to meet the unique needs of each client and project.
- ✓ **Experienced Professionals:** Our staff consists of professionals with extensive experience and expertise across various communication fields.
- ✓ **Emphasis on Process and Systemic Work:** We prioritize process setting and systemic work to ensure efficiency and effectiveness in our operations.





 Thank **YOU**

