



Eduardo de la Espriella

AI for Marketing Strategy Student | Digital Marketing Professional | Automation | UI & UX | Design

Paris, France

[Portfolio link](#)

[View profile on Dweet](#)

Links

[LinkedIn](#)

Languages

Spanish (Native)

English (Native)

French (Basic)

About

My love of influencing decisions through data analytics has brought me to Paris, where I am boosting my knowledge in leadership, AI, and marketing strategies.

Coming from a small tropical country, Panama, my multicultural experience helped me grow into a skilled marketer, designer, video creator, and advertiser with a diverse background in media, technology and business development.

Earned certifications in Inbound Methodology and Social Media Analytics.

Professional use of:

Hubspot

Adobe Illustrator, Photoshop, Lightroom, Premiere Pro

Social Media Management Platforms

Microsoft Word, Excel, PowerPoint

BRANDS WORKED WITH

CEMEX

Diario La Prensa

Eddie Espriella

Outsight

Story Jar

Toma 4

Experience



Digital Marketing Consultant

Eddie Espriella | Jan 2019 - Now

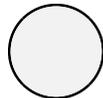
I am a Digital Marketing freelancer

I create content for Digital Media

Manage Online Website and E-Commerce

CRM

Photograph, Film making and Graphic Design



Digital Marketing Director

Story Jar | May 2019 - Oct 2022

- I managed client's digital performance.
- Created, edited, and enhanced their social media accounts to generate awareness and profits, used of online marketing efforts and E-Commerce websites.
- Studied the market to determine optimal pricing of goods and services to capitalize on emerging opportunities.
- Strategized KPIs for personalized needs and goals.
- Directed traffic growth strategies, SEO, content distribution, email marketing and trackbacks to increase new leads and buyers.
- Created solution-base execution plans to achieve business goals based on Google Analytics and internal reporting data for future campaigns.
- Supervised, and motivated staff members to achieve teamwork, promote high productivity, meet deadlines, and respect budgets.

Production Intern

Toma 4 | Nov 2018 - May 2019

- Edited and recorded short web series.
- I assisted with the camera, lights, audio, sounds and logistics on documentaries.
- Created production strategies during production stages.



Intern for New Businesses

Diario La Prensa | Oct 2017 - Dec 2017

I created marketing strategies and creative media for marketing and internal purposes to be used in new businesses inside the company.



- **Communications Assistant and Social Media Coordinator**

CEMEX | Aug 2013 - Sep 2016

- Worked in the development of internal and external communications, including the creation of branding material and all graphic designs. Strategized, redesigned and updated website UI/UX.
- Implemented marketing campaign and managed Social Media accounts. Use of Facebook, Twitter, Instagram, and LinkedIn social media platforms to promote brand and faster public engagement.
- Coordinated events and publicity with CEMEX Global and regional offices.



- **Content Marketing**

Outsight | Sep 2023 - Mar 2024

Education & Training

2022 - 2024

- **EPITA: Ecole d'Ingénieurs en Informatique**

Master of Science - MSc, Artificial Intelligence for Marketing Strategy

2022 - 2024

- **EM Normandie**

Master of Science - MSc, Artificial Intelligence for Marketing Strategy

2013 - 2018

- **University of Louisville**

Bachelor's degree, Communications and Media Studies

2012 - 2013

- **Loyola University New Orleans**

Bachelor of Arts (B.A.),

2009 - 2012

- **Balboa Academy**

Bachelor's degree,