



Eduardo de la Espriella

Connecting brand and consumer stories.

Paris, France

[Portfolio link](#)

[View profile on Dweet](#)

Links

[Website](#) [LinkedIn](#)

[Instagram](#)

Languages

English (Native)

Spanish (Native)

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:

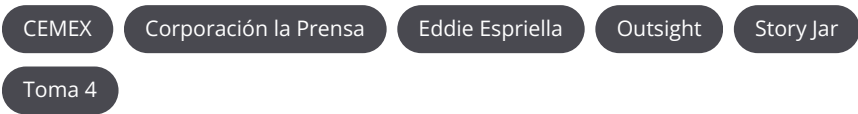
Hubspot

Adobe Illustrator, Photoshop, Lightroom, Premiere Pro

Social Media Management Platforms

Microsoft Word, Excel, PowerPoint

BRANDS WORKED WITH



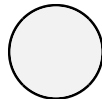
Experience



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 - Dec 2022

I co-created Story Jar, a full spectrum digital agency. Since 2019 we have guided, driven, and boosted our clients' digital performance. We have created, edited, and enhanced their social media accounts, online marketing efforts, and E-Commerce websites.

Intern

Toma 4 | Nov 2018 - May 2019

TOMA 4 is a boutique storytelling and filmmaking studio with a versatile and international portfolio of projects that include: documentaries, short films, corporate campaigns, institutional videos, and more. As part of the studio, I assisted with the camera, lights, audio, sounds and logistics.

Intern for New Businesses

Corporación 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

I Assisted in internal and external communication. Redesigned and update the website. Implemented and managed Social Media. Coordinated events and publicity with CEMEX Globaland regional countries. Create logos and other identification material. Created graphic designand design lines for internal and external use. Designed the Website User Interface.



● Content Marketing

Outsight | Sep 2023 - Now

Intern as Content Marketing, reporting directly to the CEO. My job consists on creating content for online sources, managing social media, publishing website content, creating designs for internal and external sources, communicating internally and internally about prices and partnerships.

Education & Training

2022 - 2024

● EPITA & EM-Normandie

Masters of Science, Artificial Intelligence in Marketing Strategy

2013 - 2018

● University Of Louisville

Bachelor's Degree, Communication and Media Studies

2012 - 2013

● Loyola University New Orleans

Foreign Language Studies, Arts and Media

2009 - 2012

● Balboa Academy

High School Diploma, Bachiller en Ciencias y Letras con Énfasis en Humanidades y High School Diploma, Bachiller en Ciencias y Letras con Énfasis en Humanidades and High School Diploma