



Jose Eduardo Castiblanco

Brand Development | Digital Marketing | Growth Strategy | Product and innovation | Marketing specialist | Ecommerce

📍 Bogotá, Bogota, Colombia

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Languages

English (Fluent)

French (Work Proficiency)

German (Basic)

Italian (Fluent)

Portuguese (Fluent)

Spanish (Native)

About

Professional in Industrial Design, Master in Sustainability, and Specialist in Design Management, Trilingual (English, Portuguese, Spanish), with more than 10 years of experience leading the planning, development, and execution of Marketing and Growth strategies in mass consumption, Retail, luxury, and e-commerce companies. Experience in 360° campaign management (ATL, TTL, BTL), branding and brand positioning, social media management, content development, performance marketing, demand generation, metrics analysis, and insights discovery in Metabases, Power BI, and Tableau.

E-commerce strategy management, KPIs tracking, negotiation with agencies, and budget and ROAS control. With strategic thinking, decision-making, and leadership skills. Management of Google Analytics, Google Ads, Data Studio, Adobe Suite, CRM, and other digital tools.

BRANDS WORKED WITH

- DONUM Corporation
- d.sign consultancy
- Giovinazzo Store
- Grupo Semana
- Hermès
- Keeyahri
- Muni Tienda
- Somos Internet
- Universidad de La Sabana

Experience



● Head of Branding & Communications

Somos Internet | Jan 2023 -

Development of 360 ° marketing campaigns and communications, focused on brand positioning and Growth, design, and monitoring of PR, creative, digital, BTL, and ATL strategies, in addition to the management and negotiation with agencies. Creation of measurement plans for omnichannel campaigns and digital media. Marketing budget management through SEO, SEM, and Social Media Ads.

- I managed to position organic media as a key element in lead generation, decreasing the Avg. CAC by 50%.
- I managed to decrease the average CPC by 90% in social media campaigns and 40% in Google Ads
- I increased and maintained a 40% growth in search engine visibility.

● Global Head of Branding

Muni Tienda | Aug 2021 - Nov 2022

Led the global branding department and managed content, media, and communication strategies. Manage the brand and generate omnichannel strategies through ATL, TTL, and BTL media. Plan 360° marketing and growth campaigns in LATAM, managing the internal department and external digital and creative agencies. I developed measurement plans and campaign budgets. Control of the organic media to increase engagement, reputation, and recognition and boost sales in acquisition and incorporation/Onboarding programs.

- Increase Leads Generation by a 35% monthly average through creating digital campaigns.
- Press ROI of +90% in the three countries of operation through Media and PR management.
- Follower growth of +85% on Instagram and +326% on LinkedIn in less than one year.
- Increase in Brand Equity and Retention of 25% post-launch of the new brand.
- User growth of at least +10% per month for two consecutive years.

● Marketing Manager

DONUM Corporation | Aug 2020 - Aug 2021

Build a 360-degree strategy for marketing a luxury brand to promote it in the local market in the United States. Coordinate digital marketing

activities (E-Commerce Management, SEO, SEM, Social Media Marketing, email marketing/email marketing). Negotiate with media agencies and secure agreements on the production of promotional material. Analyse the effectiveness of marketing campaigns from the monitoring of metrics. Developing price tactics and sales budgeting.

- ROI improved by 50% From the management and negotiation with agencies while advertising spending was reduced.
- I generated changes in the strategy towards mass consumption and redesigned the e-commerce in a record time - 1 month.
- I developed the company's social responsibility campaign.



● Brand Marketing Director

Keeyahri | Aug 2020 - Aug 2021

Generate brand strategies and digital campaign management—monitoring of trends and development of new products. Adjust digital marketing campaigns based on the measurement of KPIs and the discovery of insights. Manage and optimize the e-commerce platform and social networks, cost measurement and budget generation. Identify and negotiate new business opportunities with intermediaries and retailers-control of P&L MoM to ensure profitability within the campaign and promotional budget.

- We went from 3 thousand to 180 thousand USD in the elapse of 2021 compared to 2020 through digital campaigns.
- I managed the negotiation with the Nordstrom distributor, contributing to expanding the sales channels.
- Generated the launch of a new product, representing 80% of sales in e-commerce.

● Digital Analytics Consultant and Auditor

Grupo Semana | Feb 2020 - Nov 2020

Structure the measurement process of digital assets by developing measurement plans based on KPIs, analysis of digital metrics, reporting and management of digital analytics. Develop protocols to integrate measurement tools (Comscore, Google Analytics, and Sisense). Audit the Google Analytics platform. Accompany the different departments of the digital transformation area during the product migration.

- Design the transversal measurement plan for the integration of digital transformation teams.
- Increased reliability in metrics by 25% in Google Analytics and Comscore.



● Bilingual Professor of Marketing | Lecturer

Universidad de La Sabana | Jan 2017 - Aug 2021

Responsible teacher for the subjects taught in English of Principles of Marketing, Digital Marketing, Luxury Marketing, Global Fashion Marketing and 360° Consumer Experience for the International School of Economic and Administrative Sciences. Professor of E-Marketing and Marketing & Advertising for the Faculty of Communication. Professor of Marketing Management and Luxury Brand Management for the FORUM Institute specialization programs.



● Sales Executive

Hermès | Jul 2013 - Mar 2016

- I provided sales support for different brands such as Giorgio Armani, Donna Karan New York, Gant and Hermès, to boost products turnover and increase sales.
- I supported inventory control and stock turnover through price mapping and visual merchandising strategies.
- I assumed the role of visual merchandising when needed at the point of sale.



● Product Design Intern

Giovinazzo Store | Jul 2013 - Jan 2014

Intern in the design area reporting to the brand manager. Design of products in glass, ceramics, metals, wood and plastics. Adjustment of strategies and production plans. Assistant in the coordination of production in China.

● **Strategic Brand and Marketing Consultant**

d.sign consultancy | Feb 2013 - Dec 2019

Develop brand strategies to position clients nationally and internationally in the health, services, mass consumption, retail, technology, beauty, fashion, and luxury sectors. Develop a design methodology based on commercial and financial projections with market insights and trend reading. Cool-Hunting development for different industries. Brand creation and 360-degree Branding projection, Management of digital tactics with SEO, SEM, Social Networks and Digital Analytics tools. Design of e-commerce platforms and website.

- Creation of a methodology based on Design Thinking to analyse and develop brand concepts.
- Successful launch of more than 20 brands to national and international markets.

Education & Training

2021 - 2021 ● **Massachusetts Institute of Technology**

Innovation Leadership,

2013 - 2016 ● **Politecnico di Torino**

Master of Science (MS),

2012 - 2013 ● **Istituto Europeo di Design**

Master's degree,

2009 - 2012 ● **Pontificia Universidad Javeriana**

Bachelor's degree,