

RooCruit

Mexico City, Mexico

NICOLÁS

Marketing & Growth Leader | Paid Media & AI Innovation

PROFESSIONAL SUMMARY

Growth marketing leader with 13+ years of experience scaling brands in LATAM and U.S. markets. Proven track record driving measurable results through paid media, AI-driven strategies, and data storytelling. Skilled in leading cross-functional teams of up to 12 members under Agile methodologies, optimizing CAC, LTV, and ROI for global brands and regional market leaders.

KEY SKILLS

- Paid Media (Meta, Google, TikTok, LinkedIn)
- Funnel Architecture (HubSpot, GoHighLevel, Zoho)
- Leadership (Agile, Asana, Trello, Monday)
- AI & Automation (OpenAI, Synthesia, InVideo, Murf)
- Data Analysis (GA4, Looker Studio, Power BI, SQL)
- Influencer & Partnership Marketing

PROFESSIONAL EXPERIENCE

Regional Fintech & Professional Services Agency

2023 - 2025

Marketing Director

- Implemented AI-driven marketing automation, reducing manual workload by 40%.
- Launched TikTok growth campaigns for influencers, reaching +10M views in under 3 months.

International Automotive Design & E-commerce Firm

2021 - 2023

Digital Marketing Manager

- Designed integrated B2B/B2C strategies, expanding distribution network by +25% annually.
- Managed regional campaigns across Mexico, USA, and Colombia.
- Developed and executed e-commerce strategy, achieving \$100K USD monthly sales within 6 months.
- Led a team of 8 marketers using Agile methodology.
- Implemented CRM and AI-powered customer journey automation, boosting retention by 35%.

Global Technology & Semiconductor Leader

2020 - 2021

PR & Social Media Lead

- Led influencer and PR strategy for LATAM gaming events, reaching +2M users in 3 months.
- Increased influencer communities by +50K followers per month.

International Food & Beverage Franchise

2012 - 2019

Marketing Director

- Directed branding and product launch campaigns, generating 30% YoY sales growth.
- Oversaw +30 product activations and nationwide campaigns.

EDUCATION

IIEMD

2018 - 2019

Master of Digital Marketing

EAFIT University

2012 - 2018

Bachelor of Communication (GPA: 4.3 / 5.0)

LANGUAGES

- Spanish: Native
- English: Advanced (C1) – Daily professional use

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