

DARIUS TORRES

MARKETING SPECIALIST



EDUCATION

BACHELOR'S DEGREE ON MARKETING

Universidad Autónoma de Baja California
Tijuana, Baja California, México (2011 - 2015)

MARKETING DIRECTION PROGRAM (STUDENT EXCHANGE)

Universidad del Museo Social Argentino,
Buenos Aires, Argentina (jul 2014 - dec 2014)

EXPERTISE & SKILLS

English level: 85%
Adobe Photoshop
Adobe Illustrator
Creative Copywriting
Project Management
Facebook Ads
Google Adwords
Search Engine Optimization (SEO)
Email Marketing (Constant contact & MailChimp)
Google Analytics
Content Marketing

CONTACT DETAILS

664-110-4911
soydarius@gmail.com
Tijuana, México
27 years old

Creative portfolio: <https://www.behance.net/soydarius>

LinkedIn: <https://www.linkedin.com/in/soydarius/>

MY REFERENCES:

César Neri García
Regional Chief of added value services, Telcel
664-364-6481
Liliana Baglieto
General Director, Baglieto Publicidad
664-368-9345

CAREER SUMMARY

MARKETING TEAM LEADER

Imagen Art Clinic | August 2018 - June 2019

-Responsibilities:

- Responsible of Inbound and outbound marketing campaigns.
- Participation at strategic events / communities and creating new promotions.
- Real time data analysis using tools like Google Analytics, a CRM program and Lead Nurturing / Lead Scoring processes.

Achievements:

- After 10 months, revenue increased 96.35%.
- At my first 4 months the number of patients increased from 54 to 105 (a 94.44% increase).
- Average ticket value increased after 6 different buyer persona profiles definition.

SOCIAL MEDIA MANAGER

Médicis Comunicación | July 2016 - April 2017

-Responsibilities:

- To provide creative ideas, copywriting and content for online media (Facebook, Instagram, Youtube and web).
- Carry out Marketing plans for our clients.
- Monitor ad groups, targeting, bidding strategies and other important metrics.

Achievements:

- After sales pitch we successfully signed "Rancho Tecate" as our new client for Advertising & Social Media services.
- Implementation of bilingual (english and spanish) communication at all our digital channels.
- Successfully structured the online marketing department.

COMMUNITY MANAGER

Eye Candy Marketing | July 2015 - March 2016

-Responsibilities:

- Creative responsible of content marketing and online campaigns (Google Adwords, Facebook Ads and Email Marketing through MailChimp).
- Plan, execute and measure online experiments and conversion tests.
- Define, measure and report the performance of all marketing campaigns (KPI's & ROI).

Achievements:

- Successfully structured a Social Media team according to our necessities and workflow.
- Successfully made a marketing launch campaign for our client: "Colegio Del Valle Tijuana" which went from zero to a 87% occupancy for: Kindergarten, elementary school and Jr. Highschool, after a 6 months Online campaign without investment in traditional media (ATL).
- I decided to implement a work order system to guarantee the execution of each task in quality and proper times.