

**Théo D. Roig**  
Head of Digital Marketing  
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## Summary

I'm a constant problem solver, currently working as Head of Digital Marketing at Asociación Mexicana de las Naciones Unidas para Jóvenes, with six years of experience in Marketing and Communication.

I'm responsible for SEM, SEO, Social Media Marketing and Email Marketing strategies. Also I dedicate part of my time to the donation funnel optimization. I'm in charge of our Content Marketing plan and a happy copywriter, so I'm constantly writing for our blog and doing small papers for our clients.

## Professional Experience

***Head of Digital Marketing*** - Asociación Mexicana para las Naciones Unidas, A.C

**Duration:** Summer 2016 – Present

**Responsibilities:**

- Marketing automation
- Digital strategies
- Lead Generation
- Donation Funnel
- UX&UI
- Social Media Marketing
- Copywriting
- Blogging
- Email marketing
- Content Management

***Fundraising Volunteer*** - Worldwide Hospice Palliative Care Alliance

**Duration:** Spring 2016 (Three month project, working remotely)

**Responsibilities:**

- Advise for campaign design.
- Social Media Management.
- Website Improvement.
- Email Marketing.
- Copywriting.

***Digital Marketing Planner*** - kubo.financiero (Ashoka's Fellow)

**Duration:** Summer 2014 - Present

**Responsibilities:**

- Digital Marketing Planner.
- Campaign design.
- Website improvement / UX&UI
- Copywriting.
- Blog responsible.
- Email marketing.
- Funnel optimization.
- Lead Generation

### ***Communication Manager*** - AIA Consultores

**Duration:** Winter 2013 - Fall 2014

**Responsibilities:**

- In charge of BTL campaigns.
- Corporate communication design.
- Customer satisfaction analysis.
- Community Management.
- Website Design.
- Copywriting

### ***Communication assistant*** - Estudio Dirigido

**Duration:** Spring 2010 - Winter 2013

**Responsibilities:**

- Participation in advertising plans.
- Campaign design
- Copywriting Jr.
- Website improvement
- Development of guerrilla marketing strategies

## **Given Workshops**

**Title:** *Marketing and Communication for Entrepreneurs*

**Place:** AIA Consultores (2012)

**Title:** *Experiential Marketing*

**Place:** CANIRAC D.F. (2013)

**Title:** *Communication and Customer Support*

**Place:** CANIRAC D.F. (2013)

**Title:** *Introduction to Marketing*

**Place:** CANIRAC D.F. (2013)

**Title:** *Digital Marketing and Social Media*

**Place:** PIC A. C. (2014)

**Title:** *SEO and Digital Marketing Strategies*

**Place:** PIC A. C. (2014)

## **Skills & Expertise**

- Marketing
- Online Advertising
- Communications
- Social Media Marketing
- Web Design
- Copywriting
- Blogging
- Advertising
- User Experience Design
- User Interface Design
- Digital Marketing Strategies
- Email Marketing
- Re-Targeting
- Funnel Optimization

## Used Platforms & Software

- HubSpot
- Infusionsoft
- MailChimp
- Socialbakers
- SyncSumo
- LeadPages
- Sprout
- Hootsuite
- Mautic
- GetResponse
- CrazyEgg
- Hotjar
- Google Adwords
- Google Analytics
- Facebook Insights
- Facebook Ads
- Facebook Canvas
- AdEspresso
- Joomla
- Wordpress
- Adobe Suite (Flash, Photoshop, Illustrator, InDesign, Premiere)
- Microsoft Office (Excel, PowerPoint, Word)

## Education

**Bachelor Degree:** *Communication Sciences*, UNAM, 2010 – 2014

**Thesis on:** *Communication and Social Marketing in the development of FinTech startups*

## Other Courses

HubSpot: *Inbound Marketing*

Insitum: *Behavioral Economics*

Google: *Growth Hacking, Google Analytics, Google AdWords*

UNAM: *Social Network Sales, HTML basics*

## Languages

- English (Full business conversation)  
TOEIC Certificate: 875 pts.
- French (Reading comprehension)
- Spanish (First Language)