

# EDUARDO DE FUENTES CEBALLOS

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## Professional Summary

Marketing and brand specialist with 8 years of experience in publicity doing multi-channel marketing programs and promotions. Robust expertise in digital strategy and marketing. Managed digital, print, TV, POP and/or radio, BTL, influencer, and experiential marketing for top brands: P&G, Scotiabank, Unilever, Walmart and KFC.

## Professional Experience

**Digital Marketing & Customer Experience Manager** Apr 2017 - Present  
U-Storage – Mexico City, Mexico

**Digital & Influencer Marketing Consultant** Feb - Mar 2017  
COLOÜRS Marketing and Advertising Agency – Mexico City, Mexico

- Influencer relationship management for clients such as P&G and Conair México.
- Development of creative marketing strategies for brands to engage and activate audiences through influencers, such as bloggers, vloggers and social media influencers (Facebook, Instagram, Twitter, etc.)
- Influencer and social media analytics using platforms such as Klear and Keyhole.
- Strategic planning and execution of tailored influencer marketing strategies based on a brand's unique DNA and goals.

**Digital Marketing Consultant** May 2015 - Nov 2016

Saucal Studios / Mojito Sites (<http://mojitosites.com/>) – Toronto, Canada

Al Pastor – Authentic Mexican Taqueria Restaurant (<http://alpastor.ca/>) – Toronto, Canada

Pixan Clothing (<http://pixanclothing.com>) – Toronto, Canada

- Creating and executing integrated social media (Facebook, Twitter, etc.) and search engine marketing campaigns based on analytics data and [inbound marketing strategies](#) to ensure optimal results for clients utilizing, among others: SEO, PPC, [Google AdWords](#), and [Google Analytics](#).
- Reporting using social media monitoring and listening tools: Iconosquare, Squarelovin, Facebook Insights, Twitter Analytics and Hootsuite Analytics.
- Evaluating the digital market through social media by researching category conditions, consumers' sentiment, competitor data, and keyword research.
- Community management (CM) for clients' social networks (using [Hootsuite](#) and Buffer), maintaining and tracking a content publishing calendar; generating, curating, editing and sharing daily digital content that builds connections and encourages community members to take action.
- Developing businesses' digital presence, website and on-page copy/content through CMS (WordPress) to improve customer experience and increase ROI/core business objectives.

**Marketing & Account Manager** Mar 2005 - Oct 2014

Televisa – Mexico City, Mexico

- Managed integrated marketing campaigns in collaboration with agencies and clients such as Unilever, Peugeot, Grupo Lala, Bancomer, Scotiabank, Walmart, Nissan, and KFC.

References available upon request.

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- Assisted brand managers on campaign strategy using historical and industry data to maximize the efficiency and effectiveness of marketing initiatives and to meet KPIs.
- Developed process improvement by joining forces with internal and external stakeholders to increase communications, sales, efficiencies, and ease of doing business.
- Lead CRM program, prepared cost estimates, quotes and invoices for key accounts.
- Increased referrals of business by building relationships with clients and media buying agencies.
- Contributed to a 60% revenue increase by securing new business with companies like Sprint.

## Technical Sales Executive

Jan 2004 - Feb 2005

Metrored MX – Mexico City, Mexico

- Provided an elevated customer experience to generate a loyal clientele and built long-term customer relationships; advised customers on purchases and promotions.
- Researched and customized service proposals for clients by developing innovative marketing programs according to each company's particular needs.
- Identified and anticipated customer requirements by developing sales strategies.
- Negotiated profitable projects for the company by reaching sales goals of every quarter.

## Education

POST GRADUATE CERTIFICATE: DIGITAL MEDIA MARKETING

2015

George Brown College - Toronto, ON, Canada

BACHELOR IN MEDIA, ENTERTAINMENT & COMMUNICATIONS

2002

Universidad del Valle de Mexico - Mexico City, Mexico