

Andrés García

Marketing Manager | Digital Marketing, Brand Strategy & Growth

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Professional Summary

- Marketing Manager with 11 years of experience leading digital marketing, branding, and 360° strategies across LATAM.
- Proven impact across content, web, and campaign initiatives, including up to **+35% sales growth** and **+25–40% brand awareness improvement** (project dependent).
- Strength in KPI-driven optimization, funnel thinking, and conversion-oriented website delivery (UX, SEO fundamentals, tracking readiness).
- Experienced directing multidisciplinary teams (design, copy, video) to deliver consistent, on-brand execution.

Core Competencies

- Growth & performance marketing; KPI reporting and optimization
- Brand strategy, positioning, and integrated campaign planning
- Content systems for social media (pillars, calendars, creative direction)
- CRO fundamentals; journey mapping and conversion-focused UX
- Project management and stakeholder alignment; creative production leadership
- WordPress website delivery; information architecture and on-page SEO fundamentals

Tools

- Meta Ads Manager; tracking concepts: Meta Pixel, Conversions API (CAPI), UTMs
- Google Ads fundamentals; GA4 concepts; basic dashboarding/reporting
- Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- WordPress; Microsoft Office

Professional Experience

Marketing Manager & Freelance Consultant — Estudio Creativo MD | Remote (LATAM) | 2020–Present

- Owned 360° digital marketing strategy across multiple client accounts, combining brand, content, and web initiatives to improve business outcomes.
- Planned and optimized paid and organic initiatives using KPI frameworks (ROAS, CPA, CTR, CVR) to improve efficiency and lead quality.
- Delivered conversion-oriented WordPress websites and landing pages; improved UX, information architecture, and SEO fundamentals; ensured tracking readiness (Pixel, UTMs; CAPI where applicable).
- Directed end-to-end creative production (design, copy, video) and managed stakeholders, timelines, and quality assurance.

Selected Project Highlights (links)

- **Factor X Company (Lyophilization)**: Digital content strategy for dual audiences (brand ambassadors + direct-to-consumer). Copywriting and creative direction; +37% followers and +48% web traffic.

- **Guiancafé Quindío — Content Strategy:** Content pillars, editorial system, and creative direction for social channels; strengthened brand storytelling and community engagement.
- **Guiancafé Quindío — Website:** End-to-end website with blog/newsletter and commercial support (WhatsApp, store locator) to support organic demand and purchase intent.
- **Uchawi Travel — Website:** Conversion-focused travel website with SEO content framework, blog, and email marketing integration; trust foundations (SSL/privacy) and Google sign-up.
- **Concejo Municipal de Tuluá — Website Redesign:** Institutional website redesign based on stakeholder requirements; improved information architecture and usability to support public access and transparency.

Marketing Manager — Gimagra S.A.S. | Tuluá, Colombia | Nov 2021–Sep 2022

- Led marketing strategy and supported commercial growth through omnichannel campaigns.
- Strengthened brand consistency and optimized campaigns based on KPI monitoring and customer insights.

Marketing Manager — Molauf S.A. | Buenos Aires, Argentina | Jun 2018–Sep 2020

- Drove up to +35% sales growth through integrated campaigns and strategic repositioning (project dependent).
- Managed content, newsletters, and hybrid online/offline initiatives to increase engagement and satisfaction.

Marketing & Advertising Analyst — Clínica LF | Campinas, Brazil | Mar 2013–Aug 2015

- Executed BTL and local marketing initiatives, supporting acquisition growth (project dependent).
- Monitored performance and optimized ROI for healthcare marketing programs.

Education

- B.A. in Advertising (Licenciatura en Publicidad), UCES, Buenos Aires (2015–2020)
- Graphic Design (incomplete), Jorge Tadeo Lozano, Bogotá (2007–2009)

Certifications

- Google Ads Display Certification (Skillshop)
- Google Analytics Individual Qualification (GAIQ)
- EF SET English Certificate

Languages

- Spanish: Native
- English: B1