

MARIO ANDRÉS CASTAÑEDA TERRAZA

Marketing Director | Brand Strategist | Digital Marketing Management | Content Creator

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SUMMARY

Innovative Marketing and Design Strategist with over 17 years of experience in Marketing, Communication, and Creative fields across the United States, Mexico, Asia, and Europe.

Hold an M.S. in Global Marketing Direction and Management, a B.A. in Communication and Graphic Design, and an Ed.S. in Neuro-marketing. My academic background, coupled with an Advanced C1 level of English proficiency, my Native Spanish, and certifications in leadership, Agile Methods, and Design Thinking, has honed my expertise in customer engagement and strategic marketing.

LANGUAGES

Spanish	Native	●●●●●
English	Proficient	●●●●●
French	Beginner	●●●●●

ACHIEVEMENTS



Successful European Launch for PayPal

Orchestrating this complex campaign, which achieved significant market penetration and improved ROI, reflects my expertise in global marketing strategies and understanding of diverse consumer markets



Strategic Leadership in Multinational Campaigns

My experience leading cross-cultural teams and managing high-profile projects, such as those with PayPal, Xoom, and Coca-Cola, demonstrates my ability to turn challenges into opportunities, creating campaigns that resonate globally

EXPERIENCE

Marketing and Design Specialist

Heartland Farms (Five Star Home Foods LLC)

📅 2023 – Present 📍 Remote / Maryland, United States

- Elevated brand engagement, resulting in a 25% increase in audience interaction and brand loyalty growth
- Innovatively crafted ad campaigns, leading to a 20% increase in audience engagement and conversion rates
- Excelled as a creative problem-solver, efficiently addressing marketing challenges and improving campaign strategies
- Spearheaded the development and maintenance of the brand's visual identity, enhancing brand consistency across platforms
- Enhanced digital presence, managing targeted ad campaigns for 50% of social media channels, keeping everything with the latest marketing trends
- Achieved the integration of internal collaborators by creating corporate and brand elements, leading to a 30% improvement in brand image and trust.

Chief Marketing Officer Consultant (CMO)

Lawton Lighthouse, LLC

📅 2023 📍 Remote / Iowa, United States

- Unified brand messaging across initiatives, enhancing brand awareness and reputation by 20% in the first two months
- Orchestrated seamless product launches, driving a 40% increase in awareness and engagement and a 35% growth in sales
- Executed integrated marketing campaigns across multiple platforms, amplifying engagement and outcomes by 30%
- Mastered budget management, optimizing resource allocation for campaigns, resulting in a 20% increase in cost efficiency and ROI in the first three months
- Established an entire corporate image, resulting in a 30% increase in brand recognition, by transforming concepts into tangible branding elements
- Managed marketing cross-functional teams with precision, fostering a collaborative environment and enhancing team productivity by 30% showing proven leadership skills
- Conducted insightful market research to inform targeted strategies, leading to a 25% increase in audience engagement and understanding
- Elevated the company's online presence, mastering social networks and search engine dynamics, resulting in a significant increase in digital footprint and social media presence

Marketing, Creative Director, and Web and UI/UX Design Consultant

Simplenight 📅 2022 – 2023 📍 Remote / New York, United States

- Increased subscriber retention by 15% via innovative digital marketing campaigns in the first three months
- Conceptualized and executed branding initiatives, enhancing market positioning, achieving the top 6 positions in Google search, and the Google Security Certification for booking engines
- Authored compelling API-related web content, enhancing product understanding by 50%
- Developed impactful web and booking portal content, improving user satisfaction by 30%
- Led creative brand stewardship, enforcing guidelines and crafting marketing and advertising materials, ensuring a cohesive corporate image
- Directed visionary creative efforts, aligning with business objectives, increasing ROI by 20%
- Led the Design department, enhancing project delivery efficiency by 35%
- Initiated a digital loyalty campaign, improving retention by 20% and attracting key investors
- Provided strategic insights from market and brand analyses, influencing a 15% improvement in brand positioning strategies

ACHIEVEMENTS



Marketing Excellence (Marketing Greatness and Telly Awards)

This dual accolade, received for work at Xoom Corporation, a PayPal Service, signifies excellence in strategic and creative marketing, showcasing my ability to lead successful campaigns and drive impactful brand narratives

SKILLS

Marketing Management

Content Creation Copywriting

Email Marketing Google Ads

Graphic Design Skills

Lead Generation SEM SEO

Team Building Marketing

Management Research

Digital Marketing UX/UI

Analytics Branding

Advertising 2D/3D Illustration

2D/3D Animation Leadership

Strategic Planning Creative

Budgets Photoshop

Illustrator Premiere

After Effects Communication

Photograph Video Production

AI Tools Salesforce

Hubspot Mailchimp B2B

B2C B2D

Social Media Management

Analyze Market Trends

EXPERIENCE

Marketing and Art Director

PayPal

2015 – 2022

Remote / New York, United States

- Expanded brand in 54 countries, increasing 60% global market reach
- Successfully led the European launch strategy, navigating cultural nuances to optimize market penetration, increasing conversions and ROI by 15%
- Managed marketing budgets, optimizing resource allocation, and achieving a 10% reduction in operational costs without sacrificing campaign quality
- Developed and executed marketing strategies across multiple countries and languages, resulting in a 35% increase in global market engagement
- Negotiated key partnerships, leading to 25% cost savings and 15% revenue growth through strategic alliances
- Collaborated with Territory Managers, aligning marketing strategies that contributed to increasing territory sales
- Led design and content teams, fostering a culture of creativity and innovation that increased team productivity
- Created compelling advertising campaigns, achieving a 30% higher engagement rate and a 20% increase in lead generation
- Crafted engaging social media content, leading to a 50% growth in social media followers and a 60% increase in online interaction
- Reimagined the brand image, aligning it with current trends and contributing to increased brand recognition
- Initiated a digital loyalty campaign, enhancing subscriber retention by 25% and attracting significant investor interest

Team Lead of Communication and Design

Instituto Guatemalteco de Seguridad Social / IGSS

2014 – 2015

Guatemala

- Revolutionized branding by developing graphic and corporate identity, resulting in a 30% increase in public engagement and recognition
- Managed a team of 5 designers and communicators, enhancing team productivity through collaborative and innovative approaches
- Oversaw the revamp of web development projects, achieving a 50% faster loading time and a 35% increase in user satisfaction
- Improved visual communication with advanced photo retouching techniques, increasing advertising effectiveness
- Enhanced online presence by optimizing PHP functions and updating digital platforms, leading to a 25% growth in social media interaction
- Crafted and executed internal and external communication strategies, boosting message clarity and audience reach
- Innovated in social media content strategy, driving a 40% increase in audience engagement and content reach

Team Lead of Art and Web Master

Dirección General de Aeronáutica Civil (DGAC)

2013

Guatemala

- Drove web development initiatives, enhancing user experience, functionality, and visual appeal, resulting in a 30% increase in website traffic
- Orchestrated a major graphic identity redesign, enhancing brand perception by 40%
- Directed web development, improving user engagement and website functionality, leading to a 50% increase in user interaction
- Created corporate materials, enhancing brand identity and communication effectiveness
- Crafted impactful internal and external communication, enhancing message clarity and engagement by 25%
- Managed and elevated the design team's performance, boosting project efficiency by 35%

AWARDS



Marketing Greatness Award



Telly Award



Magna Cum Laude

TRAINING/COURSES

Leadership

Strategic Thinking

Agile Methods

Consumer Psychology

Data Analytics for Marketing

Social Media Marketing

Creative Copywriting

Graphic Design Fundamentals

Adobe Creative Suite Mastery

HTML/CSS Languages

EXPERIENCE

Design Manager

[Águila Libre Advertising Agency](#) 📅 2012 – 2013 📍 Remote / Mexico

- Spearheaded strategic brand crafting, enhancing corporate images and institutional graphics, resulting in a 35% improvement in brand recognition
- Created dynamic advertising and digital content, leading to a 40% increase in audience engagement across various platforms
- Led design teams with strategic finesse, enhancing team collaboration and creativity, resulting in a 30% increase in successful project deliveries
- Innovated in web and app design, ensuring user-friendly experiences contributing to a 20% increase in client satisfaction
- Notable Client Engagements: Worked with high-profile clients such as La Roca Hostel, Council of Spanish Residents of Guatemala, and Venezia Consultants

Creative and Graphic Designer

[EBclosion Marketing Agency](#) 📅 2012 - 2013 📍 Guatemala

- Designed captivating 2D and 3D animations, leading to a 40% improvement in concept communication and audience comprehension
- Architected e-commerce solutions, improving client site user experience and transaction efficiency by 35%
- Created innovative mobile applications, addressing user needs and app usability by 20%
- Noteworthy Clients: Claro, Tigo, Movistar, Coca-Cola, Colgate, Duracell, Kellogg's, Tortrix, National Liquor Store of Guatemala

Designer, Producer and Animator

[Tactics Advertising Agency](#) 📅 2011 📍 Guatemala

- Demonstrated versatile expertise in creation, programming, and 2D/3D animation, resulting in a 25% increase in client engagement through innovative solutions
- Strategically designed advertising materials, aligning with client objectives and improving brand identity representation by 20%
- Implemented successful annual communication strategies with Guatemalan Sugar Producers, contributing to a 30% improvement in communication effectiveness and sales strategies

EDUCATION

M.S in Marketing Management

[Rafael Landivar University](#) 📅 2014 – 2015

Ed.S in Neuro-Marketing

[Mens Venilia](#) 📅 2014 – 2014

B.A. Communication and Graphic Design

[Galileo University](#) 📅 2006 – 2011