



# JUAN ESTUPINAN

## Creative Marketer\_



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### About Me

**Results-driven marketing executive with over 10 years of experience in developing innovative marketing strategies, digital transformation, and brand positioning in global markets.** Proven expertise in customer experience (CX), UX writing, and leading creative teams. Adept at using data-driven approaches to enhance brand visibility and drive business growth in the U.S. and Latin America. Passionate about creating long-lasting brand identities and optimizing user experiences across multiple platforms.



### Education

- Master Customer Experience**  
Universitat de Barcelona – Spain 2021
- Postgraduate Strategic Innovation Management**  
Pontificia Universidad Javeriana – Colombia 2018
- Advertising & Communication**  
FADP – Colombia 2015
- Bachelor of Fine Arts - Visual Arts**  
Universidad del Valle – Colombia 2010

### What I Do



#### Digital Transformation

Campaign development, digital strategies, and optimizing online presence.

#### Graphic Design

Expertise in creating consistent visual identities aligned with brand values.

#### Customer Experience

Focused on improving user interaction and engagement.

#### Creative Direction

Leading cross-functional teams to achieve strategic goals efficiently.

### Skills

- Illustrator 90%
- Photoshop 80%
- After Effects 70%
- Premiere 70%
- Brevo / Semrush / Similarweb / Meta / Google
- Monday / Clickup / Asana
- Square / Shopify / Woocommerce

### Languages

- Spanish ●●●●●
- English ●●●●○



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### Professional Experience

#### Marketing Director & Creative Lead Waco Hub – Miami / United States

2022 – 2024

Led the digital marketing and digital transformation strategy, overseeing the creation and execution of inbound marketing campaigns. Directed cross-functional teams to ensure operational efficiency and alignment with KPIs, delivering all projects on time and within budget. Reduced project delivery times by 15% through the implementation of streamlined processes and collaboration tools. Increased client conversion rates by 20% through data-driven strategies and optimization of digital services.

#### CMO Café Caffit – Colombia

2019 – 2021

Developed and executed the overall marketing strategy, successfully positioning Café Verde Caffit as one of the most recognized green coffee brands in the Valle del Cauca region. Managed all digital channels, including social media, ecommerce, CRM, and customer service (SAC), achieving a 30% increase in brand awareness and market share. Led market research and testing initiatives to ensure continuous brand growth and expansion across the country. Directed the alignment of the brand concept and messaging with sales teams and distributors, ensuring consistency and effective communication of brand values. Oversaw the strategic execution of the brand in different geographical areas, ensuring that the brand's essence resonated with the target audience.

#### Strategic Communications and Digital Transformation Leader Carvajal Empaques – Colombia

2015 – 2022

Created, executed, and evaluated communication strategies for brands in Colombia, Mexico, Peru, and El Salvador. Led the creative and trade marketing campaigns, boosting sales with major wholesalers and distributors. Directed the creative execution for packaging and internal/external communications to ensure all brand touchpoints aligned with strategic objectives. Designed a lead generation strategy on social media, generating over 11,000 prospects in 7 months, and reduced website bounce rates to 4.5%. Worked with brands such as Alpina, Grupo Éxito, Unilever, and Avianca, delivering impactful commercial presentations through storytelling aligned with marketing objectives.



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## Professional Experience

**Senior Graphic Designer & Strategic Communication Specialist**  
Government of Valle del Cauca – Colombia

2015 – 2019

Led graphic design and communication planning for print, digital, and audiovisual media for government initiatives. Conceptualized and executed strategic advertising campaigns, increasing the reach and effectiveness of government communication. Developed 2D animations and multimedia content to support various regional initiatives, improving overall public engagement.

**Graphic Designer & Content Strategist**  
Bomba Party – Colombia

2014 – 2022

Managed digital media design and content strategy for events, ensuring brand consistency and alignment with the identity of each party. Designed user experiences for event attendees, resulting in a 25% increase in customer satisfaction and attendance.

**Video Editor / Print Media Lead**  
Canal Telepacífico – Colombia

2013 – 2015

Led the design and production of print media campaigns for the regional TV channel's program launches and promotions. Created animations, commercials, and visual content, contributing to a 18% audience growth through engaging promotional materials.

## Brands





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# Contact

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