

MATÍAS RENÉ AMUNÁTEGUI BUCARAM

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EXECUTIVE SUMMARY:

Creative Digital Strategist bridging digital design and marketing. I use motion, storytelling, analytics, and AI tools to drive content performance and business outcomes. A problem solver who thrives in fast-paced teams and brings moonshot thinking to every challenge. Fluent in English and Spanish.

EDUCATION:

IE BUSINESS SCHOOL

Madrid, Spain

Master's Degree in Digital Marketing and Analytics

September 2023 - July 2024

• CX | GA4 | GTM | Owned/Paid Media | Quant/Quali | Data Analysis | CRM | SEO | SEM | AI

UNIVERSIDAD DEL DESARROLLO

Santiago, Chile

Bachelor's Degree in Digital Design

March 2012 - December 2016

PROFESSIONAL EXPERIENCE:

Creative Digital Strategist (Freelance) Global Clients: Santiago, Houston, Madrid, Tirana | Remote

Leading digital content strategy and team coordination across marketing and design. Dec 2019 - Present

- Overhauled **TecnoClean**'s website (UX, SEO, SEM), boosting performance and B2B lead-gen; lowered CPC by 40%, increased CTR by 5%, and improved tracking + conversion flow and established new KPIs to track.
- Produced performance-driven VFX video Meta ads for **Acquisition.com**, driving a +5% CTR lift across Skool & Workshop campaigns. Assisted in creative development and retargeting visuals using UGC/testimonial.
- Directed **TEDx IE Madrid** branding team, producing content calendar, visual system, and campaigns. Boosted follower growth by +16%. Mentored team members on SSM and promoted the event that was sold out.
- Consulted **Libree**, a web3 blockchain platform, on UX and web design. Set social media KPIs, improved landing page CTR by +5%, and increased navigation by +10% while optimizing the UX of the application.
- Built AI-driven production pipelines for **Comics Explained** motion comics. Automated panel segmentation and animation, reducing turnaround time by 60% and contributing to +16M total views.
- Art Directed **Studio Taka**, leading visual style and global team coordination. Oversaw Patreon growth initiatives and scheduled social media releases for planned drops, while also animating comic strips.
- Managed social content for **Claudio Orrego**, candidate for Governor of the Santiago Metropolitan Region, overseeing the election campaign in Meta Business Suite and the design and development of targeted ads with consistent brand image and assisted with live streaming broadcast across all social media platforms. Achieved +700k follower growth in 3 months across all socials and contributed to a successful election win.
- Recruited as Creative Consultant by **B2O** for hybrid events with **Visa** and **Resilient Cities Network**. Led a 5-person team, shaped RCN's brand identity, and produced the summit's opening video, praised as a benchmark for internal storytelling and CEO alignment. Ensured consistent messaging across global stakeholders and helped reduce content production time by 30%.

Voxline (Digital Retail Advertisement Company)

Santiago, Chile

Creative Team Manager (Content Creation, Client Acquisition | Voxline)

Mar 2017 - Dec 2019

- Coordinated a 10-person team, designing and supervising content animation for 200+ retail displays.
- Contacted and secured new projects by proposing to leads and clients, resulting in secured contracts.
- Motivate and organize staff, resulting in improved workflow and productivity of 25%.

SKILLS:

- **Hard Skills:** Adobe Suite | GA4 | SEM | HubSpot | Salesforce | MS Excell | HTML & CSS | AI tools
- **Soft Skills:** Strategic Thinking | Creative | Team Focused | Problem-solving | Curious | Empathy

MAJOR PROJECTS:

- Co-founded and led art direction at Jesters' Abyss, a music and multimedia studio based in Chile.

OTHER INTERESTING INFORMATION AND HOBBIES:

- Over 70 hours of single-engine flight experience | Drummer | Worldbuilding | Theater | Cinema | Football | Game Design | Space & Science | Dungeon Master in D&D | Worked in Albania, Spain, Chile and USA