

CRISTIAN URIEN

MARKETING SPECIALIST

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PROFESSIONAL SUMMERY

Dynamic and detail-oriented Marketing Specialist with fluency in English and native proficiency in Spanish. Over 5 years of experience in digital marketing, brand strategy, and product promotion. Proven track record in enhancing brand presence and driving customer engagement. Creative, innovative, and adept at leveraging data analytics to achieve marketing objectives. Seeking a challenging role to leverage my skills in a fast-paced marketing environment.

SKILLS

Product Marketing | Digital Marketing | Content Marketing | Data Analytics | Social Media Marketing | Email Marketing | Consumer Behavior | Growth Marketing | Competitor Analysis | Influencer Marketing | A/B testing | Communication Skills | Innovation and Creativity | Problem Solving | Growth Mindset | Team Leadership and Collaboration

EXPERIENCE

Marketing Manager

KYKUYO: Geolocation AR Mobile Game - Remote, Singapore

January 2022 – Present

- Responsible for developing a mobile game with Augmented Reality, focused on promoting sustainable habits.
- Led a multidisciplinary team of designers and developers.
- Developed and executed a comprehensive marketing plan that increased user acquisition and engagement.
- Conducted comprehensive user analysis to align game features with target audience preferences.
- Researched competitive landscape to identify differentiation opportunities and improve market positioning.
- Monitored technological advancements in gaming to integrate cutting-edge features into the product.
- Created and managed content for social media platforms, boosting community engagement and brand presence.

Digital Marketing Specialist

GreenDay: Largest E-store for Eco-friendly Goods in SG & MY - Remote, Singapore

January 2021 – December 2021

- Optimized website visibility and traffic through SEO and SEM strategies, resulting in a significant increase in search engine rankings.
- Managed social media campaigns, enhancing brand awareness and engagement on Instagram.
- Coordinated influencer marketing campaigns with eco-friendly influencers to promote products and drive sales.
- Developed and executed marketing strategies emphasizing environmental responsibility.
- Utilized Zoho CRM for customer data management and personalized marketing campaigns.
- Improved online shopping experience through website optimization and email marketing.

Accounting Administrator / Logistics Coordinator

Interpalas: International Logistics - Buenos Aires, Argentina

January 2020 – December 2020

- Managed accounts payable and receivable, ensuring accurate and timely financial transactions.
- Negotiated contracts with national and international freight agents to secure favorable terms and pricing.

Demand Planner

Avon - Buenos Aires, Argentina

January 2015 – December 2017

- Forecasted product demand based on historical sales data and market trends.
- Collaborated with sales and marketing teams to align demand planning with promotional activities.
- Analyzed sales data to refine forecasts and improve inventory management.

Rugby Player and Coach

Club Atlético San Isidro - Argentina

January 2000 – Present

- Coached youth rugby teams, focusing on skill development and strategic gameplay.
- Served as head coach for junior divisions, mentoring over 60 young athletes.
- Developed leadership and teamwork skills through extensive participation in rugby

EDUCATION

Bachelor's Degree in Marketing

Universidad de Ciencias Empresariales y Sociales (UCES) - Argentina

Graduated: December 2019

TECHNICAL SKILLS

- Project Management & Communication: Zoom, Skype, Slack, G Suite (Chat, Meet, Drive), Trello, ClickUp
- CRM & Marketing Automation: HubSpot, Zoho CRM, SEMrush
- Data Analytics: Power BI, SQL
- Document Management: Microsoft Office (Word, Excel, PowerPoint), Google Drive (Docs, Sheets, Slides, Forms)
- Design: Adobe Creative Cloud (Photoshop, XD, Premiere Pro), Canva, Midjourney AI
- Quick Adaptation to New Technologies