

Andrik Reynaldo Santos Maradiaga

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📍 Honduras, San Pedro Sula

Professional Profile

Senior Specialist in Strategic Marketing and Trade Marketing with over 5 years of experience driving sustainable brand growth through business intelligence, data analysis, and omnichannel campaign execution. Results-oriented, with proven ability to **maximize ROI**, optimize budgets, and design loyalty strategies that enhance customer profitability. I combine **technology, creativity, and business vision** to lead multidisciplinary teams toward ambitious commercial goals. Constantly seeking new challenges where I can generate **tangible value and real impact**.

Academic Background

EUDE Business School	Madrid, Spain
Master's in Marketing and Commercial Management	(2021 - 2023)
National Autonomous University of Honduras (UNAH)	San Pedro Sula, Honduras
Bachelor's in Administrative Informatics	(2012 - 2019)
See more certifications...	

Languages

Spanish: Native **English:** Intermediate (Reading and professional communication)

Work Experience

Maega Baterías LTH - San Pedro Sula	Trade Marketing Manager	(01/11/2023 – Present)
<ul style="list-style-type: none">◦ Led the commercial launch of new products, achieving immediate market positioning.◦ Managed ATL/BTL advertising campaigns focused on brand awareness and point-of-sale activation.◦ Coordinated digital marketing strategies focused on performance, increasing conversion and user engagement.◦ Designed 360° marketing plans, maximizing campaign impact across multiple channels.◦ Executed strategies for both modern and traditional channels to increase market coverage and sell-out.		
Maega Baterías LTH - San Pedro Sula	Business Intelligence Executive	(01/09/2022 – Present)
<ul style="list-style-type: none">◦ Achieved a 30% sales increase through data-driven strategies and BI tools.◦ Developed executive dashboards and dynamic reports in Excel and Power BI for data-driven decision-making.◦ Reduced operational costs through the design of efficient, automated processes.◦ Segmented key customers for personalized campaigns, increasing retention by 65%.◦ Presented insights to top management, influencing strategic direction.		
Maega Baterías LTH - San Pedro Sula	Community Manager & Senior Designer	(17/11/2020 – Present)
<ul style="list-style-type: none">◦ Executed high-impact social media strategies, resulting in a 60% increase in web and social traffic.◦ Designed graphic and audiovisual campaigns with both commercial and emotional appeal.◦ Coordinated email marketing, paid media, and remarketing, improving conversion rates.◦ Aligned digital communication with sales and branding objectives across all online channels.		
Maega Baterías LTH - San Pedro Sula	Regional IT Support	(17/12/2019 – 07/08/2020)
<ul style="list-style-type: none">◦ Proposed and implemented technology upgrades that reduced downtime and improved operational efficiency.◦ Introduced virtualization, cloud, and cybersecurity solutions tailored to the regional environment.◦ Trained staff in new tech tools, boosting team productivity.		
Gildan – Choloma	IT Support	(03/06/2019 – 11/10/2019)

- Collaborated in the implementation of Office 365 and BrightSign technology for internal communication.
- Provided support in Active Directory, networking, and preventive maintenance, contributing to **operational efficiency**.

Inversiones Chris – San Pedro Sula

IT Manager

(05/01/2016 – 30/01/2019)

- Oversaw network administration and security, ensuring **continuity of technological operations**.
- Automated internal processes, reducing errors and improving response times.
- Implemented backup and monitoring policies, **minimizing data loss risk**.

Techo Honduras – San Pedro Sula

Web Manager

(01/03/2018 – 04/09/2018)

- Managed multiple web platforms, ensuring **availability, security, and continuous updates**.
- Oversaw servers and domains, optimizing UX and reducing load times.

Soft Skills

- ✓ **Strategic communication:** Clearly conveying ideas with influence, adapting to diverse audiences and organizational contexts.
- ✓ **High-performance team leadership:** Building, motivating, and directing multidisciplinary teams toward results and continuous improvement.
- ✓ **Strategic problem-solving:** Analytical thinking and data-driven decisions to overcome complex challenges.
- ✓ **Project management with KPIs:** Leading projects from planning to execution while ensuring quality, objectives, and performance indicators.

Technical Skills

- ◆ **Strategic Digital Marketing:** Advanced expertise in **SEO/SEM**, media planning, **Meta Ads**, **Google Ads**, remarketing, and conversion funnels.
- ◆ **Advanced Data Analytics:** Expert in **Excel (Power Query, VBA, dynamic dashboards)**, **Power BI** (DAX modeling, interactive visuals), and **SQL** for data extraction and analysis.
- ◆ **Process Automation:** Smart workflow automation using **Zapier**, **Make**, and **Google Apps Script** for operational efficiency.
- ◆ **Digital Project Management:** Agile methodologies (Scrum/Kanban), leadership of multidisciplinary teams, and expert use of **Trello**, **ClickUp**, and **Asana**.
- ◆ **Professional Graphic Design:** Mastery of **Adobe Master Collection (Photoshop, Illustrator, InDesign, Premiere, After Effects)** for high-impact visuals and brand storytelling.

Core Skills

- ✓ **Business and financial data analysis:** Turning insights into strategic decisions and commercial value.
- ✓ **Brand positioning and branding development:** Building and reinforcing brand identity and recognition.
- ✓ **Budget management and resource optimization:** Ensuring ROI and cost control through efficient planning.
- ✓ **Dashboard creation and executive reporting:** Data visualization tools for strategic monitoring and decision-making.
- ✓ **Digital & traditional campaign management:** Planning and executing multichannel strategies to drive conversion.
- ✓ **Customer loyalty and retention strategies:** Programs focused on strengthening relationships and long-term value.