

Diego Estrada Medina

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Experience

Match Comms

Lima, Peru

Community and Content Manager

2022 – 2024

- Managed end-to-end communication strategies for 3 international clothing brands (Gap, Banana Republic, Kipling), aligning messaging with each brand's identity
- Developed 50+ pieces of creative content per quarter, driving consistent brand engagement across digital platforms

Profonanpe

Lima, Peru

Consultant for Social Media

2023

- Designed and executed creative content strategies that boosted audience engagement across key social media channels
- Grew Instagram following by 10,000+ followers through targeted campaigns over a 6-month period

Sustainable Ocean Alliance Peru

Remote

Communications Director

2020 – 2022

- Spearheaded awareness campaigns on marine conservation reaching 50,000+ users across social media platforms
- Produced multimedia content to promote ocean sustainability and engage youth audiences in 5+ countries
- Coordinated strategic alliances with 10+ environmental organizations and grassroots movements

Stakeholders Magazine

Lima, Peru

Journalist

2019

- Researched and published articles on sustainability, corporate responsibility, and social impact for a leading industry publication
- Conducted interviews with 15+ key figures in the environmental and business sectors

Projects & Achievements

Ancestral Wisdom for the Future

Climate Adaptation

Project Coordinator

2025

- Coordinated a cross-cultural project preserving Aymara ancestral knowledge in response to climate change
- Led digital content creation training for Aymara youth, building a TikTok-based knowledge bank

Ocean Watchers

Environmental Monitoring

Communications Lead

2022

- Led communication strategies for a youth-driven environmental monitoring initiative
- Strengthened community impact in areas affected by the La Pampilla oil spill in Lima

Pacific Whale Festival

Sustainable Tourism

Communications Strategist

2020 – 2021

- Designed the festival's communication strategy focused on sustainable tourism, reaching 5,000+ attendees
- Coordinated interactive and educational activities to engage diverse audiences

Leadership & Activities

COP16: Biodiversity Conference

Cali, Colombia

Delegate – Creadores del Mañana (TikTok)

2024

- Represented "Creadores del Mañana" collective, creating content on agrobiodiversity and food security

RCOY Latinoamericana

Belém, Brazil

Youth Climate Delegate

2024

- Participated in the Regional Conference of Youth on Climate, collaborating with 200+ Latin American delegates

DeudaXClima (Debt for Climate)

Active Member

- Contributed communication strategies to a global movement advocating for climate debt cancellation

International
2024 – Present

Education

San Martin de Porres University

Degree in Communications

- Specialized in environmental and cultural communication

Lima, Peru
2015 – 2021

Toulouse Lautrec

University Extension Course in Web Design

Lima, Peru
2019

Skills & Additional

Technical: Content Strategy, Digital Marketing, Graphic Design, Visual Storytelling, Social Media Management, Web Analytics

Languages: Spanish (Native), English

Certifications: Young People for Climate Finance (2024), Youth for Climate Action (2024), BausaTech Camp Mentor (2023), Youth Ambassadors for the Climate (2023)

Interests: Climate Justice, Ocean Conservation, LGBTQ+ Rights, Gender Equality, Sustainable Fashion, Ancestral Culture