

Gustavo Alejandro Castillo Martinez

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Education

Master of International Marketing (MIM)	March 2018
Master of International Business (MIB)	August 2017
Hult International Business School Boston, Massachusetts	
Marketing Diploma	July 2014
Bachelor in Business with a major in Management	March 2013
Universidad Metropolitana Caracas, Venezuela	

Experience

VRHealth Group, — Boston, Massachusetts 2017 – 2018

Marketing Operations Specialist. Business development & marketing for a Healthcare and Technology startup.

- Mapped and established internal processes for Sales & Customer support success as well as the lead qualification criteria.
- Developed the company's web page design, concept, and content internally, saving +\$30k in development costs.
- Performed products' Quality Assurance & Software test drive reports ensuring optimal performance, while providing feedback to the development team.
- Elaborated a marketing plan and executed an integrated marketing campaign based on inbound marketing & social media, increasing 3 times the fan base and securing 22 product demos from potential customers in 1 month.
- Automated processes for better managing leads and customers through HubSpot & Salesforce platforms.
- Analyzed data from campaigns and online sources as Google Analytics / AdWords for strategic decision making.

ALFONZO RIVAS & CIA— Caracas, Venezuela 2014 – 2016

Brand Manager, Télisto & McCormick Spices. Implemented strategies to increase brand awareness, relevant differentiation, value, and emotional connection with consumers. Developed & executed marketing campaigns and proposed initiatives and innovations according to trends in the market. Managed budget, P&L, and brand project.

- Grew 5% of market share for the brand Télisto through strategic portfolio design, focusing on multi-channel target sales during country's economic recession.
- Positioned Télisto as the second brand in Venezuelan's instant tea market by implementing promotional campaigns & brand activations.
- Increased sales 12% by launching first instant green tea product in Venezuela for "Télisto".
- Led a multi-unit team to develop 2 new products for McCormick Spices.
- Negotiated with suppliers to secure the company's quality standards & cost reductions for POP and raw materials.
- Analyzed market driven data and delivered actionable insights through reports, resulting in +\$120k unit profit.
- Managed brand's advertising and digital campaign working with various advertising agencies.
- Proposed & implemented pricing and production scenarios, ensuring +\$250k incremental in brand's revenue.
- Performed multiple studies to understand consumers' perception regarding quality, price, loyalty, and emotional bond.

Earlier Positions

NOVARTIS PHARMACEUTICAL , Assistant Brand Manager—Caracas, Venezuela	Feb.2014–Oct. 2014
PROCTER & GAMBLE , Consumer and Market Knowledge Assistant—Caracas, Venezuela	Mar. 2013–Oct. 2013
SANOFI PHARMACEUTICAL , Marketing Analyst—Caracas, Venezuela	Apr. 2012–Dec. 2012

Additional Information

Languages: English (fluent), Spanish (native).

Certifications: Inbound Marketing by HubSpot, February 2017 | Google Analytics, October 2017

Technologies: Microsoft Office; SAP, Cognos, Nielsen, Retail Audit, CIB, Lotus, HubSpot, and Salesforce.