

# JOSE LANGARICA

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## SUMMARY

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Results-driven marketing professional with 13+ years of experience in boosting brand awareness, creating impactful digital strategies, and enhancing marketing & sales performance using data insights. Currently pursuing a Bachelor of Science in **Computer Science**, further developing skills in programming and analytics. Adept at combining technical skills with creative marketing approaches to achieve business objectives.

## EXPERIENCE

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### CITIBANAMEX

#### Mexico

*Digital Marketing Director*

2020 - 2022

- Planned and developed a comprehensive digital marketing strategy (awareness & acquisition)
- Managed a Marketing Budget of ~\$100MM USD
- Drove digital customer acquisition strategies resulting in a growing customer base
- Worked closely with Tech & Analytics teams to design and implement digital-first solutions (UX & UI)
- Led Martech integration (DMP, MMP, CMS, DSP)

### VOLARIS

#### Mexico

*Digital Marketing Sr. Manager*

2018 - 2020

- Spearheaded web and mobile sales initiatives across digital channels (SEO, SEM, social media, email, programmatic)
- Built a cross-functional expert team, transitioning outsourced digital marketing initiatives to in-house
- Accountable for digital analytics and performance marketing, generating data-driven sales strategies based on real-time performance

### SECCION AMARILLA (Yellow Pages)

#### Mexico

*Digital Marketing Operations Manager*

2015 - 2018

- Acted as Digital Ambassador, transitioning customers' offline strategies to digital based on business goals and data-driven strategies
- Created a customer experience pilot program, resulting in improved NPS and churn rate reduction
- Developed digital acquisition strategies for ~40 key accounts in Mexico and the US
- Managed SEM & SEO teams

*Marketing Specialist*

2013 - 2015

- Conducted field intelligence reports on competitive activity and market changes
- Developed digital marketing certification program for team members and peers
- Maintained strong and positive relationships with ~180 regional customers

## **DESARROLLOS GOSA**

### **Mexico**

*Marketing Specialist*

2010 – 2012

- Designed, produced, and executed end-to-end marketing plans.

## **EDUCATION**

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### **University of London Goldsmiths**

#### **UK**

*Bachelor of Science in Computer Science*

2021 – 2023

### **Universidad Autónoma de Nuevo León (UANL)**

#### **Mexico - Spain**

*Bachelor of Arts in Communication*

2006 – 2010

- Received the Study Abroad Scholarship - *Universidad Complutense de Madrid*.

## **ADDITIONAL**

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- Upwork Freelancer (35+ international projects): Planning, creating, and developing websites, digital marketing strategies, and customer behavior analytics aligned with business objectives
- Enthusiastic Javascript programmer