

Josué Zozoaga

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[LinkedIn Profile](#)

Dynamic marketing professional with a background in the tech industry and entrepreneurial ventures, specializing in leveraging advanced analytics to drive strategic marketing initiatives. Proficient in data visualization and cleaning using Tableau and Excel, and actively enhancing data analysis capabilities through Python. Adept at synthesizing data insights to inform business decisions and marketing strategies in multicultural environments. Committed to continuous professional development and adept at adapting to new environments.

CORE COMPETENCIES

• Marketing Campaign Management	• Cross functional collaboration	• Data-Driven Decision Making	• Excel Data Management
• Adaptability	• Stakeholder Engagement	• Agile	• B2B Marketing
• Diligence	• Results-oriented	• Resourceful	• Proactivity

EDUCATION

ESSEC Business School	2020 - 2024
<i>Global Bachelor of Business Administration</i>	
• Specializations: Strategic Marketing, Digital Transformation	

EXPERIENCE

Cornerstone OnDemand	Paris, France
<i>Field Marketing Support Specialist</i>	March 2023 - January 2025
• Spearheaded a summer marketing campaign across EMEA, enhancing brand visibility and customer engagement.	
• Developed and managed key customer stories and sales executive events, significantly improving stakeholder relationships and sales enablement.	
• Performed weekly internal newsletters.	
• Built a regional Go-To-Market document.	
Zozoaga Café Roasters	Leon, Mexico
<i>Co-founder / Marketing</i>	January 2020 - Present
• Established and grew a successful online presence using Shopify, increasing sales by 30% year-over-year.	
• Led the design and implementation of niche marketing campaigns on social media and revamped product packaging to enhance customer appeal.	

LANGUAGES, TECHNICAL SKILLS AND CERTIFICATIONS

Languages	English - Bilingual French - Bilingual German - Notions Spanish - Native			
Skills	• Salesforce	• CSS	• Tableau	• Marketo
	• Python	• JavaScript	• Pathfactory	• Webikeo
	• HTML	• MS Suite	• Wrike	• Adobe
Certifications	• Negotiation Fundamentals - <i>ESSEC BS</i> • International and Cross-Cultural Negotiation - <i>ESSEC BS</i> • UX Design Fundamentals - <i>CalArts</i> • Digital Transformation - <i>Darden School of Business</i> • Spreadsheet Modeling - <i>Harvard Business Publishing</i>			