

# HUGO TOME ORTIZ

## Marketing Professional

+521 222 2057491

[www.linkedin.com/in/hugo-tome](https://www.linkedin.com/in/hugo-tome)

[htome9@gmail.com](mailto:htome9@gmail.com)

Buenos Aires, Argentina (Open to relocate)



## EXPERIENCE

### Marketing Campaign Manager for Latam/Apac

#### IT Convergence

12/2016 - ongoing • Buenos Aires, Argentina

Devising and executing B2B integrated marketing campaigns with the aim of acquiring and retaining customers across US, Latin America and Asia Pacific.

- Organized the company's first Cloud Workshop in Mexico City, attended by 60 C-level, IT and Finance leaders, which featured a session presented by the Oracle Latam team.
- Leading a team of 2 junior marketing resources and a sales rep to support and cover every stage of the campaigns.
- Piped more than \$3M on Q1 and Q2 through marketing campaigns.

### Latin America Marketing Specialist

#### IT Convergence

12/2015 - 12/2016 • Buenos Aires, Argentina

- More than \$3.5M piped through integrated marketing campaigns.
- Successfully launched 2 new services lines in the region: Resources On Demand and Business Intelligence.

### Latin America Marketing Associate

#### IT Convergence

06/2014 - 12/2015 • Reno, United States

- Piped more than \$1M through marketing campaigns.
- Defined social media guidelines.
- Grew LinkedIn followers by 25%.

### Marketing Manager

#### Pintumex

10/2012 - 12/2013 • Puebla, Mexico

Planned, developed and implemented B2C marketing strategies and campaigns to promote company's products and brand.

- Led company's website redesign project that increased website traffic by 20% in a month.
- Coordinated sponsorship and company's presence in 2 major trade shows (Expo Franquicias 2013 and Expo Pinturas 2013).
- Worked with an agency to launch 2 nationwide branding campaigns.
- Managed a team of 3 resources that supported the marketing department.
- Organized the opening of more than 30 new stores nationwide.

## EDUCATION

### B.S. in Marketing

#### UPAEP

08/2007 - 05/2011 • Puebla, Mexico

- 1 Semester abroad in Argentina

## LANGUAGES

### Spanish

Native



### English

Proficient



## STRENGTHS



### Team player

I love to work with shared leadership and in cross-functional teams



### Proactive

Constantly looking for ways to improve



### Strategist

Creative and analytical thinking to achieve the best results

## PASSIONS



Music, Traveling, Gaming, Cooking, Photography.



Soccer, Snowboard, Volleyball, Hiking.