



OSCAR ESPINOSA

DIGITAL MARKETING & PROJECT LEAD | READY TO SCALE STRATEGY & INNOVATION

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PERSONAL STATEMENT

CHECK MY WEBSITE: WWW.OEAMEXICO.ART

Results-driven digital strategist with over 10 years of experience designing and executing impactful marketing campaigns. Proficient in leading cross-functional projects that combine creativity and cutting-edge technology to achieve measurable outcomes. Proven ability to manage complex digital ecosystems, deliver scalable solutions, and optimize user engagement metrics. Ready to take on leadership challenges to drive innovation and growth.

PROFESSIONAL EXPERIENCE

Digital Coordinator

Mezcales Casa Armando | 2023 - Present

- Orchestrated comprehensive digital strategies across multiple platforms, ensuring alignment with brand vision and audience engagement.
- Curated timelines and produced engaging, tailored content, driving measurable increases in audience interaction.

Sr. Designer for Marketing

DICIO - Salinas Group | 2019 - 2023

- Spearheaded the design of landing pages and corporate videos, enhancing internal communication and branding consistency.
- Developed corporate identities and comprehensive brand manuals for large-scale projects.

Art Director

Live 13.5 | 2018 - 2019

- Translated client requirements into compelling visual narratives, aligning with high-level management objectives.

Sr. Designer & Video Editor

Capital 21 CDMX | 2017 - 2019

- Edited audiovisual content for TV and radio broadcasts, ensuring quality and timely delivery for headline news programs.

Jr. Designer

Concepto Móvil | 2015 - 2017

- Designed animations and GIFs tailored to various sectors, enhancing digital engagement for mobile platforms.

EDUCATION

- 2023
C2 Level
Atlas Language School. Ireland.
- 2019.
Master Digital Marketing.
Universidad Tecnológica de México. UNITEC.
- 2018.
Community manager, Gamification publicity
Domestika.
- 2018
Advance animation & Lettering
MEMOMA Studio. México City.
- 2017
Cinematographic Design Course
Universidad Tecnológica de México, UNITEC.
- 2017
4 years of Design animation & digital art
Universidad Tecnológica de México. UNITEC.

KEY ACHIEVEMENTS

- Campaign Execution: Reached over 96M impressions and generated 645K+ clicks with an average CTR of 1.84%, leveraging data-driven strategies across diverse digital platforms.
- Technical Expertise: Designed high-performance websites and e-commerce solutions for brands like El Recuerdo Mezcal and Maíz y Agave, integrating CMS, SEO optimization, and seamless user experiences.
- Strategic Leadership: Orchestrated end-to-end digital strategies for 8 brands, aligning creative, technical, and business goals to boost engagement by up to 35%.
- Innovative Solutions: Leveraged automation tools (Mailchimp, Python) and AI platforms to enhance content personalization and streamline workflows.

SKILLS & TOOLS

LEADERSHIP & STRATEGY

- Cross-functional team management
- Digital campaign strategy and execution
- KPI monitoring and optimization
- Project planning and timeline management

TECHNICAL EXPERTISE

- Web Development: Webflow, HTML, CSS, JavaScript
- Automation: Python, Mailchimp workflows
- CMS Integration and Management

MARKETING & ANALYTICS

- Data Analysis: Google Analytics, SEMrush, HubSpot
- SEO Optimization and Performance Tracking
- Audience segmentation and targeting

CREATIVE TOOLS

- Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- Figma and UX/UI prototyping
- Motion Graphics and Video Editing

LANGUAGE SKILLS



HOBBIES & INTERESTS

