



Eduardo de la Espriella

AI for Marketing Strategy Student | Digital Marketing Professional | Automation | UI & UX | Design

📍 Paris, France

✅ Eduardo is **Available to work**

[Portfolio link](#)

[View profile on Dweet](#)

Links

 [LinkedIn](#)

Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions

Skills

Digital Marketing (Intermediate)

Python (Programming Language) (Inter...)

WordPress Design (Intermediate)

Customer Relationship Management...

Project Management (Intermediate)

Web Marketing Strategy (Intermediate)

Google Ads (Intermediate)

Languages

Spanish (Native)

English (Native)

French (Basic)

About

My love of influencing decisions through data analytics has brought me to Paris, where I am boosting my knowledge in leadership, AI, and marketing strategies.

Coming from a small tropical country, Panama, my multicultural experience helped me grow into a skilled marketer, designer, video creator, and advertiser with a diverse background in media, technology and business development.

Earned certifications in Inbound Methodology and Social Media Analytics.

Professional use of:

Hubspot

Adobe Illustrator, Photoshop, Lightroom, Premiere Pro

Social Media Management Platforms

Microsoft Word, Excel, PowerPoint

BRANDS WORKED WITH

CEMEX

Diario La Prensa

Eddie Espriella

Outsight

Story Jar

Toma 4

Experience



● Digital Marketing Consultant

Eddie Espriella | Jan 2019 - Now

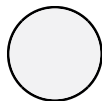
I am a Digital Marketing freelancer

I create content for Digital Media

Manage Online Website and E-Commerce

CRM

Photograph, Film making and Graphic Design



● Digital Marketing Director

Story Jar | May 2019 - Oct 2022

- I managed client's digital performance.
- Created, edited, and enhanced their social media accounts to generate awareness and profits, used of online marketing efforts and E-Commerce websites.
- Studied the market to determine optimal pricing of goods and services to capitalize on emerging opportunities.
- Strategized KPIs for personalized needs and goals.
- Directed traffic growth strategies, SEO, content distribution, email marketing and trackbacks to increase new leads and buyers.
- Created solution-base execution plans to achieve business goals based on Google Analytics and internal reporting data for future campaigns.
- Supervised, and motivated staff members to achieve teamwork, promote high productivity, meet deadlines, and respect budgets.

● Production Intern

Toma 4 | Nov 2018 - May 2019

- Edited and recorded short web series.
- I assisted with the camera, lights, audio, sounds and logistics on documentaries.
- Created production strategies during production stages.



● Intern for New Businesses

Diario La Prensa | Oct 2017 - Dec 2017

I created marketing strategies and creative media for marketing and internal purposes to be used in new businesses inside the company.



● Communications Assistant and Social Media Coordinator

CEMEX | Aug 2013 - Sep 2016

- Worked in the development of internal and external communications, including the creation of branding material and all graphic designs. Strategized, redesigned and updated website UI/UX.
- Implemented marketing campaign and managed Social Media accounts. Use of Facebook, Twitter, Instagram, and LinkedIn social media platforms to promote brand and faster public engagement.
- Coordinated events and publicity with CEMEX Global and regional offices.



● Content Marketing

Outsight | Sep 2023 - Mar 2024

Education & Training

2022 - 2024

● EPITA: Ecole d'Ingénieurs en Informatique

Master of Science - MSc, Artificial Intelligence for Marketing Strategy

2022 - 2024

● EM Normandie

Master of Science - MSc, Artificial Intelligence for Marketing Strategy

2013 - 2018

● University of Louisville

Bachelor's degree, Communications and Media Studies

2012 - 2013

● Loyola University New Orleans

Bachelor of Arts (B.A.),

2009 - 2012

● Balboa Academy

Bachelor's degree,