# Dvveet



# Eduardo de la Espriella

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

Paris, France

Portfolio link

View profile on Dweet

#### Links

in LinkedIn

### 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.
- $\bullet$  Coordinated events and publicity with CEMEX Global and regional offices.



### Content Marketing

Outsight | Sep 2023 - Mar 2024

# **Education & Training**

2022 - 2024	<ul> <li>EPITA: Ecole d'Ingénieurs en Informatique</li> <li>Master of Science - MSc, Artificial Intelligence for Marketing Strategy</li> </ul>
2022 - 2024	<ul><li>EM Normandie</li></ul>
	Master of Science - MSc, Artificial Intelligence for Marketing Strategy
2013 - 2018	<ul><li>University of Louisville</li></ul>
	Bachelor's degree, Communications and Media Studies
2012 - 2013	<ul><li>Loyola University New Orleans</li></ul>
	Bachelor of Arts (B.A.),

## 2009 - 2012 Balboa Academy

Bachelor's degree,