

ADAN ALTAMIRANO MORENO

MARKETING MANAGER | BRAND STRATEGIST | VISUAL MERCHANDISER | DESIGNER
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EDUCATION

Master’s in Integral Marketing

Universidad Anahuac Norte | 2019-Pending

- Final score (93/100)
- Proficiency in brand building strategies

Bachelor's Degree

Universidad del Valle de México | 2010-2016

- Final score (93/100)
- Proficiency in POP design

EXPERIENCE

GRUPO TURME | Real estate | May 2024-Currently

Marketing Manager

- Identity construction and positioning for master brand and four sub-brands.
- Digital strategy and content development for master and sub-brands
- Lead generation & omnichannel campaign strategies
- Build social presence Web design and basic SEO strategies for each brand.

PAYJOY | Fintech | Jun 2021- Feb 2023

Marketing Manager

- Led omnichannel position strategy to reach the goal of 1M users in the 4th quarter of 2021 accelerating the projection by 2 months and continue with a 2X growth rate by Reaching 2.5M users by the end of Dec 2022.
- Increased website traffic by 7% and reduced FAQ CX tickets by 9% with chatbot reengineering and SM educational content.
- Increased brand coverage at POS from 300 stores to 900 in the first 3 months, by the end of 2022 we achieved 8000 active stores with in-store brand visibility and 300 flagship stores.
- Enhanced in-store brand materials request process to increase brand visibility resulting in a 200% request increase and reduce delivery time from 2.5 months to 2 weeks.

COPPEL | Retail | Sept 2018- Jun 2021

Visual merchandiser category manager

- Successfully implemented the first 360 Category Management program to enhance Mobile purchase experience in 1200 stores.
- Updated every quarter store layout and product display guidelines for 5 Categories and flagship brands of our portfolio.
- Implemented more than 50 national campaigns at POS in 1900 stores to boost strategic commercial bids and enhance sellthrough indicators.

ALTAMIRANO.DI | Consultant | Jun 2016 - Sept 2018

Brand consultant

- Built over 15 customized websites with basic SEO techniques for small and medium sized businesses.
- Helped more than 30 small entrepreneurs to build a unique brand identity and social presence to boost their businesses.
- Developed Michel Domit’s visual merchandising guidelines as part of a national brand positioning strategy.

DECOPLANTAS | Agency | Sept 2011 - Jun 2016

Project manager

- I designed and led the implementation of more than 55 winning proposals in bids for commercial space decoration projects, BTL campaigns, and window display resulting in a net income of 31.5 million pesos for the company in 6 years.
- Led winning project to seal a 3 year contract worth 5 million pesos with Liverpool (National retail chain).

EXTRACURRICULAR

UNIVERSIDAD DEL VALLE DE MÉXICO | Academic | Ago 2016 - Sept 2018

College Professor

- Involved in enhancing and implementing graphic design, Industrial Design and Fashion design academic programs from a marketing and brand building POV.
- Obtained P1-P7 teaching certification from NABA (Nuova Accademia di Belle Arti).

SKILLS

Language: English (C2), Spanish (Native).

Marketing Software: Office Suite, Google Suite, Asana, Hubspot, Miro.

Design Software: Indesign, Illustrator, Photoshop, Solidworks, Rhinoceros, Wix, Wordpress.

Social Media: SEO (basic), Copywriting.