CLAUDIA MONREAL

MARKETING MANAGER | STRATEGIC MARKETING | OMNICHANNEL STRATEGY | BUSINESS GROWTH

Zapopan, Jal. México.

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EDUCATION

2024 / 27 **SYSTEMS ENGINEERING**
Kuepa University (UK)

2016 / 19 **DOCTORAL STUDIES IN EDUCATION**
Universidad de Guadalajara (U de G)

2009 / 11 **NMASTER'S DEGREE IN TECHNOLOGICAL BUSINESS INNOVATION**
Universidad Panamericana Guadalajara (UP G)

2010 / 11 **SPECIALIZATION IN CHANGE MANAGEMENT AND INNOVATION**
Universidad Panamericana Guadalajara (UP G)

2009 / 10 **SPECIALIZATION IN OPERATIONS MANAGEMENT**
Universidad Panamericana Guadalajara (UP G)

2004 / 07 **BACHELOR'S DEGREE IN GRAPHIC DESIGN**
Universidad del Valle de Atemajác (UNIVA)

CERTIFICATIONS

- Google Ads Measurement Certification
- Foundations of User Experience (UX) Design
- Start the UX Design Process
- Build Wireframes and Low-Fidelity Prototypes
- Conduct UX Research and Test Early Concepts
- System Administration and IT Infrastructure Services
- Trees and Graphs: Basics
- Innovation Management & Design Thinking
- Scrum Fundamentals Certified (SFC™)

LANGUAGES

- Spanish — Native
- English — Upper-Intermediate (TOEFL ITP 497 / B2)
- Portuguese — Upper-Intermediate (B2)

TOOLS & TECHNOLOGIES

- **Design Software:** Adobe Photoshop, Illustrator, InDesign, XD, Sketch, Figma, Miro, InVision.
- **Web Development:** WordPress, Wix.
- **Project Management** Tools: Microsoft Office 365, Google Docs, Trello, Jira, Gantt Charts, AnyDesk.
- **Development & CRM Management:** Salesforce, HubSpot, Infobip.
- **Communication Tools:** Infobip, Microsoft Teams.

SKILLS

- Leadership
- Interpersonal Skills
- Collaboration
- Problem-Solving
- Design Thinking
- Analytical Thinking
- Creativity
- User-Centered Design
- Wireframing and UI Prototyping
- User Flows
- UX Writing
- Visual Communication
- User Empathy
- Qualitative and Quantitative Research

Marketing Manager with over 15 years of experience leading marketing, branding, digital transformation, customer experience, and business growth strategies. Experienced in managing multidisciplinary teams, overseeing marketing budgets, developing 360° campaigns, implementing CRM systems, marketing automation, digital analytics, and omnichannel strategies to increase sales, brand positioning, and profitability. My approach combines strategic vision, leadership, and data-driven decision-making to turn business objectives into measurable results.

PROFESSIONAL EXPERIENCE

2024 / 2026
NATIONAL MARKETING MANAGER
GIG inmobiliaria

- Led the national marketing strategy for more than 25 real estate developments.
- Managed digital campaigns across Meta, Google Ads, and traditional media.
- Led Marketing, Graphic Design, Community Management, CRM, and Communications teams.
- Implemented commercial automation processes using Salesforce.
- Developed KPI dashboards to monitor CPL, ROAS, conversion rates, and sales performance.
- Coordinated branding, events, public relations, and institutional strategy.
- Implemented operational improvement processes and SOPs for marketing.
- Designed customer experience strategies throughout the Customer Journey.
- Standardized processes based on ISO 9001 guidelines.
- Led the development of three operational efficiency initiatives.

2022 / 2024
OMNICHANNEL COMMUNICATIONS LEAD (UX)
ADVENTA Marketing

- Omnichannel Strategies: Designed and executed comprehensive omnichannel communication strategies tailored to client needs for brands such as PepsiCo, Heineken, Xiaomi, and others.
- AI Chatbots: Led the design, development, and implementation of AI-powered chatbots using Infobip, significantly improving customer interactions across multiple channels.
- Brand Optimization: Collaborated closely with clients to optimize their interactions with users, ensuring a seamless and positive experience through the integration of AI.
- Customer Experience Improvement: Focused on enhancing the overall user experience by strategically implementing AI-driven solutions to streamline processes and increase customer satisfaction.

2022 / 22
DIGITAL MARKETING LEAD
Improving Nearshore

- SEO & Social Media: Designed a comprehensive 360° communication strategy for social media and revamped the digital ecosystem, resulting in a 500% increase in organic reach within three months.
- Marketing Campaigns: Supervised and optimized marketing campaigns, developing five strategic communication pillars.
- Creative Direction: Developed new visual resources and a refreshed brand style guide to strengthen the company's digital presence.

2021 / 21
CREATIVE DIRECTOR
Tour Franquicias (Digital and Immersive expo)

- Team Management: Recruited and managed a multidisciplinary team of creatives, copywriters, designers, animators, developers, project managers, and operations managers.
- Strategic Planning: Defined KPIs and OKRs, leading the team through research, project definition, and development phases.
- Process Management: Implemented and standardized processes to ensure efficient execution and delivery.
- Marketing Strategy: Directed the design and development of concepts, creative assets, and digital communication strategies, achieving sustained growth of 300% in social media reach.

2006 / 20
CREATIVE DIRECTOR
Innovation Factory Mx

- Innovative Strategies: Led the adoption of AI and augmented reality in advertising campaigns, establishing new industry standards for creative strategies.
- Strategic Partnerships: Negotiated and managed successful partnerships with leading organizations, including Cámara de Comercio, COPARMEX, Reto Zapopan, Universidad de Guadalajara, Gobierno de Jalisco, and INADEM.
- Project Delivery: Successfully delivered more than 200 projects covering branding, web design, marketing strategy, e-commerce, and digital products for B2B and B2C markets, achieving high customer satisfaction rates.

Personal and professional references available upon request.