


BRANDON CASTAÑEDA

Marketing Specialist




CONTACT

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 Mexico City



STRENGTHS

Social Media Management

Content Creation

SEO/SEM

Website creation

Wordpress

LANGUAGES

Spanish - Native

English - Advanced

EDUCATION

Master in Marketing and Publicity

Universidad Iberoamericana, 2020 - 2022

Bachelor in Communication and Media Production

Universidad de las Américas Puebla (UDLAP), 2014 - 2018

- Secretary of communication board (2017 - 2018)

EXPERIENCE

Marketing Director and CEO

In Enlace a Cancha, July 2017 - present

- Achieving an annual reach of over 10 million people.
- Planning and developing sports-related content.
- Managing multiple social media platforms.
- Overseeing digital communications.
- Executing digital marketing campaigns.
- Creating and maintaining webpages.
- Implementing SEO/SEM strategies.
- Formulating strategies based on analytics.

Broadcast Coordinator and MKT assistant

In TVUDLAP, August 2014 - March 2018

- Creation of institutional spots.
- Sports broadcaster coordination.
- Leader of information for sports broadcasters.

Digital Manager

En Adictos al rugby, April - August 2019

- Development of digital strategies (SEO and Social Networks).
- Webpage creation and management.
- Developed Mexico's first statistics webpage for Rugby