



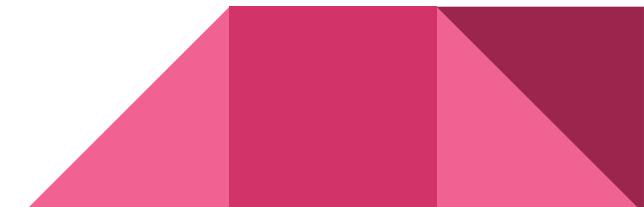
Marketing Portfolio

Alejandro Cruz

- Marketing & Growth Strategist

Professional Profile

- **Systems engineer and marketing strategist with experience in consulting, BTL, branding, and digital growth.**
- **More than 5 years working with local businesses and startups in commerce, fintech, and entertainment.**
- **Focus on transforming customer vision into measurable results through digital campaigns, innovation, and storytelling.**
- **Experience leading brand positioning, commercial expansion, and digital transformation projects in sectors such as fashion, financial services, and retail.**
- **Freelance and independent work in different marketing agencies in Colombia**



Marketing Experience

"I've always sought to combine marketing with my expertise in systems engineering, AI, and technology; I believe they belong together."

Social Media Marketing Management

 Digital marketing management for SMEs in Bogotá and Miami, Florida.

Strategic consulting

 Consulting on brand positioning and identity in various sectors.

Market research

 Studies in fintech (Fixway, Tupago, Nebula Banking, Wipay, Movii Bank) and e-commerce (Xtrategik, Bella Piel, Animal's, Gigante del Hogar).

BTL & Events Strategies

 Execution of BTL campaigns with agencies (Grupo Okana, El Don BTL, Marketing Tools, Wood Marketing, La Gallina de Oro, Pájara Race) and support for large-scale and corporate events with logistics companies (Fast Soluciones, Buena Nota Producciones, Open, Firstman).

Entrepreneurship and family businesses

 Founder of Atonga and Luminar as an independent consultant; experience in family businesses.

Habilidades y Herramientas

 **Strategy and Growth:** Digital marketing, growth hacking, business models.

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 **Digital Marketing:** Social Media, SEO, Google Ads, Meta Ads.

 **Technology and Tools:** WordPress, CRM, Figma, various data analytics tools, and various programming languages.

 **Management and Consulting:** Expansion plans, market research, team coordination.

Success Stories / Results



 **Fashion Sector:** E-commerce sales for the DPM and ISMO brands increased by approximately 150% in one year.

 **SMEs in Bogotá & Miami:** Sustained audience growth on social media at SIA Russian Manicure, DPM, ISMO, La Casita de Dios, Up and Fun Entertainment, growth in followers, engagement, and digital lead generation.

 **Fintech (Fixway, Tupago, Nebula, Wipay, Movii):** Market strategies that drove a 40% increase in qualified leads in less than six months. Digital positioning and user acquisition, as well as differentiation in highly competitive markets.

 **BTL & Events:** I work with advertising agencies such as Grupo Okana, El Don BTL, MarketingTools, Wood Marketing, La Gallina de Oro, and Pájara Race. I execute campaigns and produce events with a reach of over 5,000 attendees.

Social networks of linked companies and successful clients

- [Okana](#)
- [El Don BTL](#)
- [Adidas Runners](#)
- [SIA Manicura Rusa](#)
- [ISMO](#)
- [DPM](#)
- [MK Tools](#)
- [Pájara Race](#)
- [Up and Fun](#)
- [La Casita de Dios](#)

Adidas activations and strategy





Creating experiences and capturing leads with brands



Sampling and field strategy for data collection

