



# Marketing Portfolio

*Alejandro Cruz*

- Marketing & Growth Strategist

# Profesional 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 (Xstrategik, 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 business

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


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# 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.

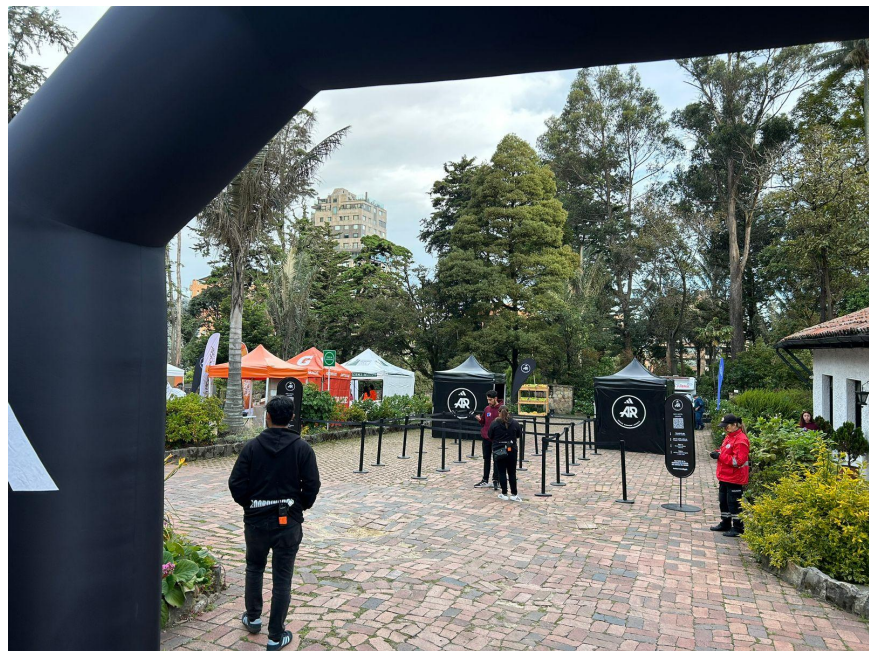
## Social networks of linked companies and successful clients

- [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

