

Julian Buitrago

Strategic Marketing & Design

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- San Francisco, CA

SKILLS

Digital Marketing
Design Thinking
Growth Hacking
UI/UX Design
SEO & SEM
Brand Management
Entrepreneurship
Photography & Video

EDUCATION

Hult International Business School, USA
Master of International Business
Jorge Tadeo Lozano University, Colombia
Master in Design Management
Javeriana University: Bogota, Colombia
Bachelor in Industrial Design

TECHNOLOGIES

Design: Adobe CC
Tableau, Google Analytics
CMS: Wordpress, Shopify, Joomla
UX: Axure, Balsamiq, AppCooker
3D: SolidWorks, 3D Max

LANGUAGES

Native Spanish Speaker
Fluent in English

CERTIFICATIONS

- Google Analytics
- HubSpot Inbound Certification



experience

Marketing Consultant (Hult project)

ACTONAPP – San Francisco, CA, USA 2015

Applied design thinking techniques to develop go-to-market strategies for mobile application that connects socially conscious San Francisco citizens with opportunities to impact.

Marketing Consultant (Hult project)

BOOXI – Montreal, Quebec, Canada 2015

Grew customer database and raised brand awareness for a fast growing start-up by developing, testing and implementing digital marketing strategies.

UI / UX Mentor

StartUp Next by Google, Boston, MA, USA 2015

Provided mentorship to 20+ entrepreneurs of 8 different startups along 6 weeks to help them improve their prototypes and MVPs.

Photography and Video

x-films, Bogota, Colombia, 2012 - 2015

Filmed and edited 100+ videos for an international award-winning advertising campaign. Managed and maintained overall quality and execution of marketing video and photo shoots. Conducted pre and post-campaign support to improve clients experience with videos.

Strategic Account Director

On Data - RAPP, Bogotá, Colombia 2014

Increased acquisition and retention rate by developing digital and social media video strategies including storytelling with video. Significantly improved digital ecosystem by coordinating the development of strategic projects such as mini sites and Facebook apps for advertising campaigns, CRM systems and UI/UX.

Account Manager

Wigilabs, Bogotá, Colombia 2012

Led the design and development team for Claro Colombia (TeleCom); generated, tested and applied digital marketing ideas for mobile apps, web apps, Facebook apps, social networks, SMS and online content

CEO & Co-founder

La Quinta Rueda Del Gato, Bogotá, Colombia 2005-2012

Grew customer base of 35+ small and medium companies by developing disruptive marketing strategies.