



FRANCISCO CASTILLO G.

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WORK EXPERIENCE

ME ELECMETAL Marketing Engineer

Santiago, Chile
June 2021-September 2023

- Campaign activation coordination for Chile and Peru
- Marketing budget control for South America (Chile and Peru)
- Global market share analysis, coordination with the commercial team of EMEA, APAC, China, South America, and North America regions
- Competitor analysis, market positioning, new commercial activities, and global sales growth analysis
- Web development Wordpress – Company website management for all regions. Content loading, SEO, navigation optimization, images, landing pages, sustainability campaigns, events, etc.
- Market price analysis – Sales price analysis between the different regions in which the company participates. Compare their values according to product type and countries, with the aim of regulating and standardizing a better price level.
- Coordination and approval of digital designs and strategies with the different work teams with the company's suppliers.
- Data Management: Collection and sorting of business data for transferring relevant information to the Salesforce platform.
- Coordination of digital design, agencies, and suppliers

EL VOLCAN CHILE Coordinator & Analyst Marketing

Santiago, Chile
April 2019-June 2021

Successfully managed marketing activities for multiple brands, including El Volcan, Mesa&Cocina, Santa Elena Ltda, and Corlima Perú. Led the development of marketing campaigns and website for the Mesa&Cocina e-commerce platform, which resulted in a 50% increase in online sales (first year in operation). Designed and implemented social media campaigns that generated over 1 million impressions. Collaborated with TV production companies, media agencies, and digital agencies to create and execute marketing campaigns. Produced events and activities that resulted in increased brand awareness and customer engagement.

COMERCIAL E INDUSTRIAL ITAKA Warehouse Intership

Santiago, Chile
January-December 2018

Company where I completed my internship and was subsequently hired to continue my project. The main objective was to optimize the warehouse flow from the reception and repair of heavy machinery (power generation equipment, construction machinery, and cargo transportation) to the proper delivery to the customer. An inventory update was carried out to remove dead stock and make room for machinery in transit. Experience in the use of pallet jack and forklift. Experience picking using the Intermec CN50 mobile computer.

TREKKING WEEKEND CHILE Volunteer Campaign Manager

Santiago, Chile
October 2018-March 2019

- Development of Email Marketing, Facebook Ads, and Google Ads campaigns
- Event management
- Semi-Professional photography editing

EDUCATION

ALDOLFO IBAÑEZ UNIVERSITY Industrial Engineer

Santiago, Chile
2011-2017

SEMINARS & CERTIFICATIONS

GOOGLE ANALYTICS Google Analytics 4

GOOGLE
October 2023

INBOUND MARKETING OPTIMIZATION

HUBSPOT
September 2023

EXCEL COMPLETO – DESDE PRINCIPIANTE HASTA AVANZADO Knowledge for data analysis and presentation

UDEMY
November-December 2021

MARKETING STRATEGY Inbound & Outbound Marketing Strategies

The Valley School
September 2021-October 2021

DIGITAL MARKETING STRATEGY Inbound & Outbound Marketing Strategies

The University of Edinburgh [EDX]
July 2021

MARKETING DIGITAL Digital Marketing: Social Media, Loyalty, Planning & Analytics

Columbia Business School [EMERITUS]
February 2021

MARKETING DIGITAL & E-COMMERCE

Adolfo Ibañez University [ECLASS]
May-August 2020

Languages: English Semi-Professional Level, Native Spanish

Hobbies: **Strategy** games, ", Nature Photography, Video edition, Hiking, read **books** like "**Marketing 5.0**

Skills: Marketing Coordination, Data Analysis, Creativity, AI tools, Empathy, Excellent communication and interpersonal skills, Ability to work independently and as part of a team, Self-taught and resourceful.