

# MIKE AZUARA

Digital Content Designer | Multimedia & Animation Expert | Digital Marketer

## CONTACT

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- Mexico City, Mexico
- [Mike Azuara](#)

## EDUCATION

### Bachelor's degree in Animation, Interactive Technology, Video and Visual Effects

ITESM, Tecnológico de Monterrey (2020)

### Associate of Arts in Drum Performance

Los Angeles College of Music (2015)

## LANGUAGES

English – Advanced  
Spanish – Native

## TECH SKILLS

- Motion Graphics
- Canva
- GoHighLevel
- MailChimp
- Slack
- HubSpot
- Hootsuite
- Meta Ads
- Google Ads
- Google Analytics
- Adobe (Illustrator, Photoshop, After Effects)

## COURSES & CERTIFICATIONS

Buying on Facebook  
Meta (Current)

Social Media Marketing  
HubSpot Academy (2022 – 2024)

### Levers – Senior Performance Content Creator

(Aug 2024 – Present)

Marketing & Advertising | Remote

- Designed high-performing email campaigns for diverse clients, ensuring brand consistency and optimizing templates for improved open rates and click-through rates (CTR).
- Developed and updated product detail page (PDP) graphics and marketplace visuals, enhancing user experience (UX) and driving higher customer engagement.
- Created conversion-focused ads leveraging data-driven insights to maximize ROI for clients in industries such as healthcare and luxury furniture.
- Collaborated with managers to analyze campaign performance, using key metrics to refine designs and achieve sales growth through successful initiatives like Black Friday campaigns.

#### Achievements:

- Led the design and implementation of Black Friday campaigns for diverse clients, creating high-converting email designs and ads based on performance data analysis, resulting in a 20% increase in client sales and improved customer engagement.

### Alchemia – Digital Designer & Marketing Coordinator

(Jun 2022 – Mar 2024)

Marketing & Advertising | Mexico City, Mexico

- Managed digital content campaigns for Email Marketing, Website, Social Media, and Trade Marketing, improving brand awareness and generating leads for SMB clients in Mexico and the USA.
- Collaborated with cross-functional teams to enhance UX on digital channels, increasing social media engagement by 26% and driving a 55% growth in brand awareness.
- Conducted market research and competitor analysis to create data-driven strategies, aligning with client expectations to improve campaign performance and brand positioning.

#### Achievements:

- Drove 55% Brand Awareness growth and 26% online engagement on social media channels and website, by implementing a strategic content campaign.

### strate^g – Growth Marketing Coordinator

(Oct 2021 – May 2022)

Marketing & Advertising | Mexico City, Mexico

- Oversee growth marketing operations and online campaigns for small and medium businesses (SMB) clients, defining user journey mapping, running A/B testing, and conducting user research to improve user conversion rate and channel optimization.
- Define and implement annual OKRs and KPIs for web products, and user acquisition channels, monitor marketing performance, provide data dashboards, identify product patterns, funnel measurement and market trends, to optimize conversion rates and innovate from data to increase engagement and results.
- Led the development of paid social content on Facebook, Instagram, and TikTok, for brand consistency and relevancy ensuring that organic and paid content is integrated and working together to achieve objectives and improve performance.
- Conduct market and user research to constantly understand customer needs for communicating findings to key decision-makers to promote differentiated value propositions.

#### Achievements:

- Implemented a comprehensive funnel and automation strategy, resulting in a 50% increase in lead generation and successfully converting 20% of leads into paying clients.

### Grupo Offsite Mexico – Digital Content Marketing Strategist

(Feb 2021 – Oct 2021)

Travel Arrangements | Mexico City, Mexico

- Led the digital content strategy across Branding, Website (Social Media, Website, CRM, Newsletters, etc.), and social media channels such as TikTok, Instagram, and YouTube.
- Ensure the production of editorial, graphic, photographic, and audiovisual content, as well as the community management of the brand's digital channels.
- Author and supervised development of motion graphics design aligned to client's vertical markets for enhancing the pre and post-sales experience.
- Create content for external audiences, such as web copy, blog posts, social posts, product content, white papers, video scripts, and more
- Drive social media campaign management from concept creation to execution, define campaign objectives, target audiences, and metrics (growth, conversion, engagement, and conversion to meet KPI goals).
- Perform SEO analysis to optimize the website's technical configuration, content relevance, and link popularity based on findable, relevant, and popular user search queries.

#### Achievements:

- Created and implemented a comprehensive digital marketing strategy, driving rapid growth across multiple platforms, including 3K Instagram followers in 4 months, 8K YouTube followers in 5 months, and 40K TikTok followers almost overnight.
- Developed compelling podcast content, resulting in a 40% increase in podcast listens within 5 months, utilizing social media promotion tactics.
- Edited and curated videos across various channels, ensuring strategic alignment with the marketing strategy, maximizing 35% of user engagement and reach.

- Drive qualified leads to the Sales team, including content/inbound marketing, field marketing, and outbound marketing strategies.
- Design and implement social media strategies, including paid search, paid social, copywriting, visual creatives, and web content, enhancing conversion and engagement across platforms.

**Achievements:**

- *Assisted the CMO in lead segmentation and management, contributing to a 30% increase in sales*