



D31.

● AVAILABLE

Diego Andrés Benavides Camelo

Marketing 360° ♦ Branding ♦ UX/UI ♦ Art direction

CONTACT

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01 PROFILE

Advertising and marketing professional with experience in **360° strategy, branding, product and UX/UI**. What sets me apart is the blend: **I understand both marketing and design processes, and I know how to bring them together** so every campaign, brand or product serves a business goal.

I have led teams as a **marketing coordinator** and **art director**, and worked with international teams on demand generation, Paid Media, CRM, events and brand experiences. **MBA and Master's in Digital Marketing & Analytics**.

MARKETING

I understand the business

360° strategy · Demand generation · Paid Media · CRM · Analytics



DESIGN

I make it visible

Branding · Art direction · UX/UI · Digital product · BTL



RESULT

Brands that connect and convert

Consistent campaigns, products and experiences across every touchpoint.

02 EXPERIENCE

Vantor

DEC 2024 — AUG 2026

Marketing Coordinator | UX/UI Designer

360° marketing, branding and product strategies for a global geospatial intelligence company.

- ♦ Planned and executed **360° marketing** initiatives: branding, product, digital campaigns, content, events and brand experiences.
- ♦ **Audience acquisition and lead generation** strategies supporting commercial goals, with marketing and business teams.
- ♦ Led **branding and brand evolution** initiatives; visual systems and campaigns to position products across markets.
- ♦ **Events and trade shows** (booths, signage, promotional materials) and **UX/UI digital product** design with international teams.

MARKETING 360°

BRAND STRATEGY

LEAD GENERATION

PRODUCT MARKETING

UX/UI

Vive Claro Distrito Cultural

APR 2025 — DEC 2025

Marketing Coordinator

Marketing, positioning and demand generation to grow audience acquisition for a new concert venue.

- ♦ Coordinated the **360° marketing strategy**: positioning, acquisition, brand experience and conversion.
- ♦ Managed **Paid Media** and KPI analysis: spend, reach, CTR, CPC, CPL, leads and conversions to optimize channels and investment.
- ♦ **Demand generation** and lead/opportunity tracking, linking marketing to commercial results.
- ♦ **Built the in-house agency** (marketing, digital, social and audiovisual); brand management, venue spaces, partner brands and community work.

PAID MEDIA

LEAD GENERATION

CRM

MARKETING ANALYTICS

BRAND EXPERIENCE

Maxar Intelligence

2023 — DEC 2024

Marketing | UX/UI Designer · Puerto Rico (remote)

- ♦ **Digital marketing, communications and brand positioning** initiatives; campaigns, content, social media and events.
- ♦ **UX/UI and digital product**: user flows, wireframes, prototypes and visual systems with Design Thinking.
- ♦ Worked with international teams to turn business needs into digital experiences.

DIGITAL MARKETING

UX/UI

DESIGN THINKING

BRAND COMMUNICATION

Wovenware

JAN 2022 – 2023

Marketing | Graphic Designer & Social Media Specialist · Puerto Rico (remote)

- ◇ Campaigns and **social media content** strategies for digital channels; key visuals and positioning assets.
- ◇ Applied and evolved the **brand identity**, tracking performance to optimize content.

Cooindexgabo — Coca-Cola Employee Fund

SEP 2018 – SEP 2021

Marketing & Communications Coordinator

- ◇ Marketing strategy for **member acquisition**, **retention** and customer base growth.
- ◇ Segmented commercial campaigns for **credit product placement**, tracking applications, conversions and placements.
- ◇ Coordinated **digital campaigns**, **email marketing**, internal communications and led visual communication and corporate identity.

CUSTOMER ACQUISITION

CREDIT PLACEMENT

CUSTOMER RETENTION

CRM

Backing BTL

JAN 2017 – JUL 2018

Art Director | Marketing Creative

- ◇ **Campaign concepts**, turning commercial briefs into creative concepts, key visuals and experiences.
- ◇ **Art direction** for BTL activations, launches, events and brand experiences, leading visual execution.

CREATIVE STRATEGY

ART DIRECTION

BRAND ACTIVATIONS

BTL

Sagacol.com

FEB 2016 – NOV 2016

Graphic Designer

- ◇ Visual communication pieces, branding and digital content for brand positioning.

03 SKILLS

MARKETING & GROWTH

Strategy and demand

360° Marketing · Demand generation ·
Multichannel campaigns · Email marketing ·
Social Media · SEO/SEM

PERFORMANCE & DATA

Measurement and results

Paid Media · Lead Generation · CTR · CPC ·
CPL · CRM · Sales pipeline · KPIs · Dashboards

BRAND & EXPERIENCE

Brand and design

Brand Strategy · Art direction · UX/UI · Digital
product · Activations and events · Design
Thinking

04 EDUCATION

MBA + Master's in Digital Marketing & Analytics 2025 – 2026
ENEB — European Business School of Barcelona

UX/UI Design Program 2023 – 2024
Coderhouse

Digital and Web Design 2016 – 2017
Pontificia Universidad Javeriana

Advertising and Creative Marketing 2012 – 2017
Escuela de Artes y Letras

05 TOOLS

MARKETING, CRM & ANALYTICS

Google Analytics · Search Console · Google Ads · Meta Ads · Mailchimp
· HubSpot · Looker Studio · CRM

DESIGN & UX/UI

Figma · FigJam · Illustrator · Photoshop · InDesign · After Effects ·
Premiere Pro

APPLIED AI

ChatGPT · Claude · Midjourney · Adobe Firefly · AI agents for marketing
· Report automation

PROJECT MANAGEMENT

Asana · Trello · Microsoft Planner · Microsoft 365 · Mural

06 LANGUAGES

Spanish — Native · English — Intermediate

PORTFOLIO

See my work at dianbeca31.com/en

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