



Guillermo
Costilla Bistrain

Marketing Strategist / Audiovisual Producer



EDUCATION

2013-2017
Bachelor of Communication Sciences, UNITEC.

2015-2016
Certified Announcer by Mexico City (CDMX), Ministry of Labor and Social Security (STPS), Bellavoces Mexico.

2010-2013
Technician in industrial electromechanics, National College of Technical Professional Education.

CMO

CISSON MEXICO / APRIL 2024 - PRESENT

Development of strategies for:

- Brand positioning.
- Conversions by objective.
- Activations.
- Remarketing.
- Community manager.

Brand development, SEO and SEM positioning, measurement and analysis of results with digital marketing tools on platforms and development of special projects.

8 MONTHS

3 YEARS

CMO

SITRES LATAM / MAY 2021 - MARCH 2024

Development of strategies for:

- Brand positioning.
- Conversions by objective.
- Email marketing.
- Activations and exposures.
- Remarketing.
- Community manager.

Brand development, SEO and SEM positioning, measurement and analysis of results with digital marketing tools on platforms and development of special projects such as:

WORDPRESS DEVELOPER

INDEPENDENT / 2018 - 2024

Website development in WordPress, landing pages, e-commerce (B2B and B2C), information pages, pages for multimedia content and custom pages.

Knowledge of tools:

Gutenberg, Elementor pro, Plotnet Addons, Astra, Jet, Woocommerce, Dynamic Content, Yith, ACF, among others.

6 YEARS

2 YEARS

VAN GOGH
THE IMMERSIVE EXPERIENCE
MEXICO

Planning, coordination and development of:

- Digital marketing.
- Ticket conversions.
- Email marketing.
- Official merchandise.
- Remarketing.
- Community manager.
- Content regionalization.
- Audiovisual production.

SEO and SEM positioning, measurement and analysis of results with digital marketing tools on platforms.

COMMERCIAL ANNOUNCER

INDEPENDENT / 2015 - 2024

Spanish voice-over for Van Gogh - The Immersive Experience, commercial voice-over, voice-over for advertising spots with different brands, 4 years as a voice-over operator for digital radio stations.

5 YEARS 9 YEARS

1 YEAR



BEYOND
KING TUT
THE IMMERSIVE EXPERIENCE

Planning, coordination and development of:

- Digital marketing.
- Ticket conversions.
- Email marketing.
- Official merchandise.
- Remarketing.
- Community manager.
- Content regionalization.
- Audiovisual production.

SEO and SEM positioning, measurement and analysis of results with digital marketing tools on platforms.

DIGITAL MARKETING CONSULTANT

INDEPENDENT / 2017 - 2022

Development of strategies focused on conversions, SEO and SEM positioning, community management, web development and mailing for companies.

Provision of independent professional services in digital marketing for different brands.

5 YEARS 9 YEARS

9 YEARS

PHOTOGRAPHER

INDEPENDENT / 2012 - 2021

Development of social, fashion, product, advertising, editorial and studio photography.

Teaching undergraduate classes at the Salesian University.

2 YEARS

PRODUCER

INDEPENDENT / 2017 - 2019

Producer and host of "Música En Directo", a magazine-style programme for the YouTube platform in collaboration with Music Club and Top Music (Hermes Music companies).

The format featured interviews with emerging artists who then performed their songs live.



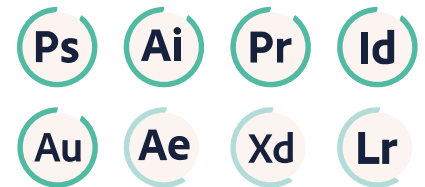
CERTIFICATES

"Capacitate para el empleo" / Carlos Slim Foundation
JULY - OCTOBER 2024

- Operations Supervisor
- Process Improvement
- Integrity
- Zero Waste Advisor
- Marketing and Distribution
- Feedback at Work
- Omnichannel and Multichannel Retail
- How to Give Instructions
- Leadership
- Managing Work Meetings
- Calculating Ecological Footprint
- Calculating Water Footprint
- Calculating Carbon Footprint

PROGRAMS

ADOBE



AFFINITY



OFFICE



GOOGLE



LANGUAGES

