



STRATEGIC MARKETING PROFESSIONAL

A dynamic and results-driven marketing professional with 6+ years of experience in strategic and creative marketing. I excel at developing, implementing, and optimizing comprehensive digital marketing strategies, corporate branding, and process optimization. My expertise lies in driving conversion generation, customer loyalty, and brand positioning through continuous improvement and the effective use of AI tools and performance analytics. I am passionate about leading high-impact teams and projects to boost brand visibility, market share, and growth in the Mexican market.

55 5991 7782 | contacto@guillermocb.com | Guillermo Costilla Bistrain

MARKETING MANAGER

CISSON MÉXICO / APRIL 2024 - PRESENT

- Successfully developed and executed digital and traditional marketing strategies, driving a 95% increase in web traffic and boosting conversion rates by 2% on key campaigns.
- Championed brand positioning and identity, ensuring a consistent and high-impact presence across all customer touchpoints.
- Leveraged AI solutions to optimize processes and analyze data, resulting in a 30% improvement in operational efficiency.
- Spearheaded SEO initiatives that enhanced organic rankings by 3 to 5 key positions.

WORDPRESS DEVELOPER

FREELANCE / 2018 - 2024

- Built and launched a diverse portfolio of WordPress websites—including landing pages, B2B/B2C e-commerce stores, and multimedia sites—successfully improving the digital presence for more than 25 clients.
- Expert in a wide range of essential WordPress tools, including Gutenberg, Elementor Pro, and various plugins.

DIGITAL MARKETING

FREELANCE / 2017 - 2022

- Delivered high-impact digital marketing services to a diverse client portfolio, including prominent brands like BestDay, CONTROLUNION, PLUG MX, SUBARU, and KOME SUSHI.
- Developed and executed strategic solutions informed by comprehensive market analysis, consistently achieving an average of 60% optimization in client results.



MARKETING MANAGER

SITRES LATAM / MAY 2021 - MARCH 2024

- Pioneered and executed comprehensive marketing strategies in the industrial 3D manufacturing market, successfully engaging 1,000+ companies and generating \$6M+ MXN in revenue.
- Drove marketing efforts for major cultural projects like VAN GOGH THE IMMERSIVE EXPERIENCE and BEYOND KING TUT THE IMMERSIVE EXPERIENCE, attracting 2.5M+ visitors and securing over \$500M MXN in revenue.
- Directed market research and analysis to uncover growth opportunities, designing campaigns that led to a 20% market share increase.
- Oversaw social media strategy and advertising, boosting social media engagement by 48% and growing the follower base by 72%.
- Championed conversion and customer loyalty initiatives, implementing programs that reduced churn rate.
- Leveraged AI for predictive analysis and data-driven decision-making to optimize performance.



PHOTOGRAPHER

FREELANCE / 2012 - 2021

- Versatile photographer with a proven track record in fashion, social, product, advertising, editorial, and studio photography.
- Educator and mentor for photography students at the Bachelor's Degree level at Universidad Salesiana.

AUDIOVISUAL PRODUCER

FREELANCE / 2017 - 2019

- Produced and hosted the YouTube program "Música en directo," a collaborative project with Music Club and Top Music (Hermes Music companies).
- Developed the show's format, which included interviewing emerging artists and showcasing their live performances.



EDUCATION

- Bachelor of Marketing**
UNITEC | In progress (Expected Graduation: 2026)
- Bachelor's Degree in Communication Sciences**
UNITEC | 2013 - 2017
- Certified Announcer for Mexico City**
Secretaría del Trabajo y Previsión Social (STPS), Bella Voces México | 2015 - 2016
- Industrial Electromechanics Technician**
Colegio Nacional de Educación Profesional Técnica | 2010 - 2013



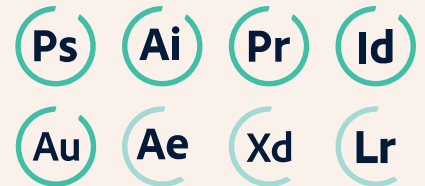
CERTIFICATES

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

- Key Performance Indicator (KPI) Evaluator
- Operations Supervisor
- Process Improvement
- Integrity
- Zero Waste Consultant
- Marketing and Distribution
- Workplace Feedback
- Omnichannel and Multichannel Retail
- How to Give Instructions
- Leadership
- Leading Work Meetings
- Ecological Footprint Calculation
- Water Footprint Calculation
- Carbon Footprint Calculation

PROGRAMS

ADOBE



AFFINITY



OFFICE



GOOGLE



LANGUAGES



AI

