

# Marco Antonio Licea Pérez

Birthdate: August 15, 1991  
Nationality: Mexican  
Residence: State of Mexico



 **LANGUAGES** Spanish: Native English: B2 (Intermediate) French: A2 (Basic)

Industrial Designer with over 9 years of experience in graphic design, digital marketing, emerging technologies, and product development. Expert in design tools, 3D modeling, web development, and digital advertising. With a multidisciplinary background and results-oriented approach, seeking to contribute to innovative environments by leading creative, technological, and commercial projects.



## EDUCATION

Master's Degree  
in Data Science  
UTEL/New York Partner  
(Online) 2024 - Present

Master in Digital Marketing  
Tec Milenio, Metepec,  
State of Mexico  
2023 - 2024

Master's in Senior Management in  
Communication & Advertising  
CUC Centro Universitario  
de Comunicación,  
Mexico City 2017 - 2018

Bachelor's Degree in  
Industrial Design  
UVM, Toluca Campus  
2009 - 2013  
SEP License: 8691307



## WORK EXPERIENCE

### Samson Group Marketing Manager (May 2019 - June 2025, Lerma, State of Mexico)

- Designed visual identity, catalogs, and primary packaging.
- Developed and implemented the corporate website, optimizing it for mobile devices with SEO, increasing organic traffic by 45% with a landing page.
- Created content for social media, Meta Ads, and Google Ads campaigns.
- Designed and executed branding and digital marketing strategies, increasing brand presence by 60%.
- Developed and implemented corporate branding.
- Analyzed KPI metrics and sales data from digital channels and B2B for decision-making.
- Prospected and followed up with clients from digital channels and exhibitions.
- Coordinated exhibitions and B2B events in Mexico for customer acquisition.
- Managed personnel.

### Consoltum Graphic Designer (Jan 2018 - May 2019, Polanco, Mexico City)

- Designed visual identity, catalogs, and corporate website.
- Provided graphic design and community management for multiple accounts at the advertising agency.
- Conducted market research on assigned company accounts.
- Developed executive presentations for decision-making.

### Miizi Cani Company Graphic Designer & Textile Design (Dec 2016 - Nov 2018, Metepec, State of Mexico)

- Developed and implemented corporate identity.
- Managed social media.
- Created textile graphic designs.

### Postensa Junior 3D Designer (Jan 2015 - Dec 2016, Santa Fe, Mexico City)

- Provided graphic design and advertising.
- Developed model proposals using CAD and 3D software.
- Implemented 3D modeling and technical drawings in AutoCAD and Rhinoceros for mass production.
- Managed 3D printing.
- Created renderings.
- Developed business marketing strategies.



## TECHNOLOGIES & SOFTWARE

### Graphic & Editorial Design:

Adobe Illustrator, Photoshop, InDesign, SketchBook, Fireworks.

### Modeling & Rendering:

AutoCAD 2D/3D, Autodesk Inventor, Rhinoceros, 3ds Max, KeyShot.

### Web Development & Programming:

HTML5, CSS, JavaScript, PHP, Bootstrap, Basic SQL, Adobe Dreamweaver.

### Digital Marketing:

Google Ads, Google Analytics, Prompts, AI applications, Meta Ads.

### Presentations & Productivity:

Prezi, Emaze, Microsoft Office, Adobe PDF, Figma



## ACHIEVEMENTS

### Samson Group

- Developed website and branding.
- Implemented SEM and SEO strategy, increasing web traffic by 45%.
- Coordinated logistics for brand participation in over 10 industrial exhibitions throughout Mexico, enhancing B2B client acquisition (2019 - 2025).
- Created interactive catalogs and animations for product presentations.
- Automated reports and dashboards with Google Analytics.
- Designed user-centered experiences (UX/UI).
- Managed creative and digital projects (Agile/Scrum).

### Consoltum

- Conducted competitive analysis using heat maps.
- Automated processes with AI and PHP.
- Led creative project management, generating customer attraction campaigns.
- Applied digital marketing strategies with measurable results.

### Miizi Cani

- Developed and implemented brand registration with IMPI.

### Postensa

- Created 3D product visualizations and final product renderings.



## SKILLS

### Soft

- Adaptability
- Attention to Detail
- Leadership
- Effective
- Communication
- Creativity
- Initiative
- Innovation
- Emotional Intelligence
- Organization
- Critical Thinking
- Proactivity
- Problem Solving
- Resilience
- Decision Making
- Teamwork

### Hard

- Data Analysis
- Community Management
- Internal Communication
- Content Creation
- Artwork Development
- Web Development
- 3D Design
- Graphic Design
- Industrial Design
- UI/UX Design
- Packaging Design
- Project Management
- Programming Languages
- Personnel Management
- Website Performance Optimization