

Marco Antonio Licea Pérez

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

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

Results-oriented Marketing Manager with over 7 years of experience in digital marketing, data analytics, branding, and UX/UI. Specialist in generating insights and executing metrics-driven communication strategies. I have led B2B and B2C projects, managing digital campaigns, SEO/SEM optimization, and developing promotional materials. My goal is to contribute to the strategic growth of global companies by making data-driven decisions, fostering innovation, and engaging in cross-functional collaboration.



EDUCATION:

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 / Digital Analyst | May 2019 – June 2025 | Lerma, State of Mexico

- Coordinated digital marketing strategies, branding, and promotional material development, achieving a 60% increase in brand visibility.
- Analyzed campaign KPIs with the team (CTR, conversions, engagement) using Google Analytics and Power BI, improving campaign ROI by 20%.
- Designed automated performance dashboards and reports for senior management.
- Developed B2B positioning strategies with the team, generating a 45% increase in organic traffic.
- Implemented UX/UI and SEO improvements on the corporate website, optimizing the user experience.
- Automated marketing processes using AI and coding.
- Analyzed 360° marketing strategies and loop marketing.
- Developed and approved promotional materials for corporate events and national exhibitions.
- Coordinated and developed industry-wide events.
- Development of internal company communication with the design team.

CONSULTUM – Graphic Designer and Campaign Analyst | Jan 2018 – May 2019 | Polanco, Mexico City

- Creation of advertising materials compliant with regulatory standards.
- Automation of marketing processes using PHP, reducing operational time by 30%.
- Competitive analysis and benchmarking with digital tools.
- Management of segmented campaigns in Google Ads and Meta Ads.
- UX/UI implementation.

MIIZI CANI COMPANY – Graphic Designer and Branding | Dec 2016 – Nov 2018 | Metepec, State of Mexico

- Development of corporate identity and visual communication campaigns.
- Coordination with the creative team and brand image management.
- Analysis of consumer trends and behavior.



ACHIEVEMENTS

- Over 60% growth in digital visibility through multichannel strategies.
- Over 45% increase in organic traffic with UX and SEO optimization.
- 30% reduction in report delivery times through automation in Power BI.
- Implementation of performance analytics with actionable insights for marketing decisions.
- Participation in more than 10 industry exhibitions, generating high-value B2B leads.



TECHNOLOGIES & SOFTWARE

Graphic and Editorial Design:

Adobe Illustrator, Photoshop, InDesign, SketchBook, and Fireworks.

Modeling and Rendering:

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

Web Development and Programming:

HTML5, CSS, JavaScript, PHP, Bootstrap, basic SQL knowledge, and Adobe Dreamweaver, Elementor, Figma, and NicePage.

Digital Marketing:

Google Ads, Google Analytics, Prompts, Applied AI, Meta Ads, Power BI.

Presentations and Productivity:

Prezi, Emaze, Microsoft Office, Adobe PDF.



SKILLS

Soft

- Adaptability
- Attention to detail
- Leadership skills
- Effective communication
- Creativity
- Initiative
- Innovation
- Emotional intelligence
- Organization
- Critical thinking
- Proactivity
- Problem-solving
- Resilience
- Decision-making
- Teamwork

Hard

- Data Analysis
- Community Management
- Materials Development
- Internal Communications
- 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
- Responsive Design