

CONSTANZA S. RAMIREZ

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ABOUT ME

GLOBAL MINDSET | INCLUSIVE LEADER & TEAMMATE | DIGITAL BUSINESS DESIGN & MARKETING

I'm a **senior digital marketing and design management professional** with over **nine years of experience** working in tech and consulting in agile environments. I had a unique upbringing which made me a **native english and spanish speaker**. Though a Chilean national, I hold **valid work permits in Canada** and Spain as well.

[VIEW LINKEDIN PROFILE \(REFERENCES AVAILABLE\)](#)



EXPERIENCE

- **Tech Lead - Senior Business Design Strategist / GLOBANT** Jan 2018 - Present (Madrid, Spain)
 - Responsible for driving business design and mobile app marketing strategy for the successful launch of global digital products in South America and Europe.
 - Work with business, design, data and engineering to deliver roadmaps, business models, service definitions, marketing campaigns and go-to-market strategies; requires deep understanding personas and journeys, hypotheses testing, seeing prototypes to production, prioritizing features and funnel optimization.
 - Tech Lead to a team of ten people within BBVA, assisting them with their own assignments when needed.
 - Mentor to other consultants at Globant, helping them further their own career paths within the company.
- **Senior Marketing Specialist / CARTO** July 2017 - Jan 2018 (Madrid, Spain)
 - Managed the lead nurturing strategy, content marketing, co-marketing initiatives and overall inbound marketing (HubSpot Certified) for the startup's location data SaaS platform, creating a new framework for digital campaigns and content that boosted pipeline conversions and optimized performance.
 - Tasked with marketing reporting (GA, Salesforce, Hubspot) and supervising an external agency that run our paid marketing efforts (doubling SEM conversions within a six-month period).
 - Oversaw tasks and provided support to two team members with their webinar, email and event campaigns.
- **Director of Marketing and Business Design Strategy / NAVITAS** Nov 2012 - June 2017 (Santiago, Chile)
 - Lead the marketing and design management projects for our clients, reporting directly to C-level executives and managing a small multidisciplinary team of 3-10 consultants.
 - Oversaw end-to-end delivery of solutions, from presales, service pitch, negotiations and proposals to the actual execution (identifying pain points and needs, stakeholder interviews, roadmaps, prototypes, workshops, etc.) for branding, content marketing, multimedia productions, service design and web design.
- **Marketing Specialist / UBS GLOBALAM** Jan 2011 - May 2012 (New York, NY)
 - Carried out project management and content validation of marketing production.
 - Assured quality and timeliness of publications and communications by working in close partnership with portfolio and product managers, optimizing production cycles of +35 funds within the first six months.



EDUCATION

- **M.A. Strategic Design - ISTITUTO EUROPEO DI DESIGN** Dec 2016' (Spain)
Awards: Partial scholarship and 9.0 thesis grade.
- **B.S. Business Marketing - RUTGERS, THE STATE UNIVERSITY OF NEW JERSEY** May 2010' (USA)
Awards: Dean's List 2010, Rutgers Business School.



PERSONAL INITIATIVES

I enjoy setting time aside to support and collaborate with noble causes. Over the years, I have worked as an advisor and volunteer to startups and NGOs, including the Jane Goodall Institute (*Chile, 2014-2015*), Fundación Posgrados para Chile (*Chile, 2014-2016*), Project Rebuild Chile (*Campaign Founder, Chile, 2010*) and Amirim Young Judea (*Israel, 2009*).