

ANDRÉS AMADOR

Marketing & Creative Designer | Growth, Campaigns & Brand Execution

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EXPERIENCE

Marketing, Design & Digital Lead

BetriaX

09/2020 - 07/2025 Bogotá, Colombia

Develop marketing and sales strategies, streamline workflows, refine graphic design processes, and enhance platform UX/UI. Oversee design initiatives, drive engagement and conversions through compelling content, recruit and mentor staff, align objectives, allocate budgets, assess ROI, and refine customer funnels.

- Led design, marketing, and digital execution across product, brand, and commercial initiatives.
- Designed and improved user flows across the platform and digital channels, enhancing clarity and usability.
- Developed graphic content that established commercial connections with banks and regional allies, resulting in enhanced partnerships.
- Implement user flows, adapting the UX/UI on the platform and other channels, increasing user satisfaction by 60%.

Creative & Marketing Operations Lead

SetHunt

11/2020 - 09/2025 Bogotá, Colombia

Directed omnichannel digital marketing strategies to strengthen brand positioning and growth. Automated processes to enhance productivity and attract qualified leads. Recruited and led the design team to execute marketing campaigns and manage operational tasks on the web platform while delivering high-quality graphic content across various channels.

- Spearheaded the commercial and marketing strategy, driving a 30% increase in customer conversions and growing engagement across all attraction channels.
- Coordinated the execution of omnichannel campaigns across content, web, and platform experiences.
- Collaborated with marketing initiatives to deliver assets on time.
- Established graphic design and UX/UI standards, elevating brand consistency and improving customer retention by 40%.

Marketing & Creative Designer

AG WorkRoom

01/2014 - 05/2018 Bogotá, Colombia

Executed inbound and content marketing strategies to generate leads, convert prospects with engaging visuals, and optimize marketing performance across the customer funnel. Directed the design team to meet deadlines, managed advertising budgets, analyzed benchmarks, and crafted diverse graphic content for social media, email campaigns, websites, videos, and branding materials.

- Managed multiple projects simultaneously, handling revisions, timelines, and delivery expectations.
- Delivered approximately 800 graphic designs for web pages, social media platforms (Facebook, Instagram, YouTube), email campaigns, and print materials.
- Elevated brand visibility by 20% through strategic marketing alignment and content delivery.

EDUCATION

Industrial Design

Universidad de Palermo

03/2008 - 04/2013 Buenos Aires, Argentina

PROFESSIONAL PROFILE

Marketing & Creative Designer with experience supporting growth initiatives, brand development, and campaign execution in startup environments. Skilled at translating business and marketing objectives into clear creative assets that support user acquisition, engagement, and brand consistency. Brings a strategic mindset to design, collaborating closely with marketing, operations, and product teams to deliver practical, results creative solutions.

KEY ACHIEVEMENTS



Increased Client Conversion

Designed omnichannel strategies, achieving a 30% increase in conversions and enhancing attraction across multiple channels.



Workflow Optimization

Automated internal processes, boosting team efficiency by 50% and significantly reducing delivery times.



Improved Retention and Experience

Implemented design and UX/UI standards, achieving a 40% increase in user retention and satisfaction.



Graphic Content Creation

Designed over 600 pieces of multichannel content, driving a 15% increase in reach and digital engagement.

SKILLS

Graphic Design

Content Design

Brand Consistency

Creative Planning

Creative Problem-Solving

Web Design

Project Management

Inbound Marketing

Remote & Async Teamwork

LANGUAGES

English

Proficient



Spanish

Native

