

Juan Pablo Villaseñor D.

Digital Marketing Director | Digital Strategist | Inbound Marketing Specialist

[My LinkedIn](#) + 52 551954 2892 juanpivd@me.com

Digital Marketing Director with 15+ years driving growth strategies, branding, customer acquisition, and monetization across B2B and B2C environments. Expert in performance marketing, digital transformation, and high-performance team development. Proven track record elevating sales, strengthening brand positioning, and accelerating business expansion.

EDUCATION & CERTIFICATIONS

- AI Certification - 2025 | Chicago University | Santander Academy
 - Digital Marketing Storytelling Certification - 2025 | Chicago University | Santander Academy
 - Digital Marketing & Advertising - 2019-2023 | Universidad Tecnológica de México, CDMX
 - Inbound Marketing Certification - 2019 | HubSpot Academy
 - Creative Direction - Coursera / UNAM | Nov-Dec 2015
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PROFESSIONAL EXPERIENCE

MENDOZA SHOOTING SPORTS • SPORTING GOODS

Director of Marketing & Design: 2024 - Present

- Led the end-to-end marketing, branding, e-commerce, and product development strategy, reporting directly to the CEO and the Board.
- Executed national B2B/B2C strategies, 360° digital campaigns, and commercial-focused BTL initiatives.
- Strengthened and managed the internal marketing team, elevating operational efficiency and performance.
- Achieved +43% lead growth and +17% conversion improvement through optimized digital acquisition and high-performance campaign execution.
- Created and produced Reto Mendoza, a national shooting competition with 537 participants, exceeding KPIs with optimized budgets.

GAMING PARTNERS • GAMING ADVERTISING AGENCY

Digital Marketing Director: 2023 - 2024

- Oversaw digital marketing strategy and execution, reporting directly to the CEO, with focus on customer acquisition and community growth across Mexico and LATAM.
- Designed and implemented B2B/B2C strategies delivering +25% leads and +15% conversion through funnel optimization.
- Led a 6-person team and campaigns reaching 1M+ users, boosting brand visibility and positioning.

- Managed PR and corporate communications, securing presence at major industry events including EGS.
- Directed the launch and scale-up of Uplify, a Twitch advertising platform generating \$5M+ in revenue and an additional \$3M through streaming commercialization strategies.

CONSULTORIO DE IDEAS • DIGITAL STRATEGY AGENCY

Digital Marketing Consultant: 2020 - 2023

- Provided digital marketing consulting for SMEs, enhancing digital presence and optimizing B2B/B2C acquisition strategies.
- Designed and implemented lead-generation and paid-media strategies, including Google Merchant and Performance Max, significantly increasing ROI.
- Coordinated multidisciplinary teams (freelancers, developers, clients) to deploy effective digital solutions.
- Advised companies and agencies on CRM and marketing-automation integration to improve campaign management and analytics.
- Boosted campaign ROI by 30%+ through strategic optimizations across Google Ads, Facebook Ads, SEO, and content.

DIÁLOGO DESIGN • CORPORATE COMMUNICATIONS AGENCY

Creative Director: 2018 - 2020

- Led the development and execution of multichannel creative campaigns and managed design and marketing teams.
- Developed campaigns for technology and financial clients, increasing user acquisition and engagement.
- Directed innovative content strategies across digital platforms to enhance activation and performance.
- Managed cross-functional creative teams (designers, copywriters, strategists) ensuring high-impact campaign delivery.
- Improved client satisfaction by 20%+ and increased conversions by 15% through business-aligned creative strategies.

KTBO • AGENCIA DE MARKETING DIGITAL

Team Lead: 2017 - 2018

- Led the digital marketing team for major brands including Mattel, overseeing social media and digital strategy.
- Developed strategies for Hot Wheels and Barbie, doubling their social media audiences and strengthening digital presence.
- Scaled digital media investment from \$7M to \$62M in six months, significantly increasing campaign reach and performance.
- Coordinated award-winning digital campaigns recognized with the Círculo de Oro for creativity and impact.
- Expanded Mattel's brand portfolio from 2 to 5 brands through successful social and digital campaign execution.

TELEVISA INTERACTIVE • MULTIMEDIA CONTENT COMPANY

Digital Content Manager: 2014 - 2017

- Enhanced UX/UI for Televisa Espectáculos, improving CTR and reducing bounce rates through navigation and content optimization.
 - Coordinated exclusive digital content production in collaboration with editorial and social media teams.
 - Supervised a team of 53 professionals in digital content and production, ensuring on-time, high-quality delivery.
 - Increased CTR and engagement by 15% via SEO and content optimization.
 - Reduced bounce rate by 10% through targeted UX improvements.
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ADDITIONAL ACTIVITIES

INSTITUTO NACIONAL DE NUTRICIÓN • OBESITY AND BARIATRIC CLINIC

Health Advocate: 2022 - Presente

Contributed to the development of national guidelines for comprehensive obesity treatment.

Advocated for improved treatment, inclusion, and social visibility for individuals living with overweight and obesity.

Participated in health and wellness awareness campaigns supporting vulnerable populations.