



MTRO. OSCAR ESPINOSA
MARKETING EXPERT / MULTIMEDIA DESIGNER / DIGITAL EXPERT

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TO BE CREATIVE MEANS
TO BE IN LOVE WITH LIFE.

PERSONAL STATEMENT

I am a passionate Marketing Expert and Multimedia Designer from Mexico City, with deep expertise in Marketing and Digital Content. My skills encompass UX/UI design, motion graphics, business administration, and a strong connection to the world of video games.

With over 10 years of experience as both a freelancer and a full-time professional, I excel in collaborative environments, particularly when surrounded by individuals who share my enthusiasm for creativity. My work spans a diverse range of companies, from leading AAA firms to innovative startups.

Handled \$831K - MXN ad spend, reaching 56.2 million users.
Achieved 915K clicks with an optimized CPC of \$0.91 - MXN.
Delivered 11.9 million central account exposures, driving high brand visibility and engagement.

I believe that continuous learning and an open-minded approach are key to creativity. I am driven by discipline and curiosity, always eager to absorb new ideas and embrace diverse experiences. Interested in collaborating? Let's explore how I can be the perfect fit for your team!

EDUCATION

- 2023
C2 Level
Atlas Language School. Ireland.
- 2019.
Master Digital Marketing.
Universidad Tecnológica de México. UNITEC.
- 2018.
Community manager, Gamification publicity
Domestika.
- 2018
Advance animation & Lettering
MEMOMA Studio. México City.
- 2017
Cinematographic Design Course
Universidad Tecnológica de México, UNITEC.
- 2017
4 years of Design animation & digital art
Universidad Tecnológica de México. UNITEC.

DESIGN SKILLS

01 Computer

Adobe Creative Cloud	●●●●●●●●
Pinegrow Html5, CSS, JavaScript	●●●●●●●●
OpenAi Playground, Dalle, Chatgpt	●●●●●●●●
Figma	●●●●●●●●
CRM Hubspot, SEMrush	●●●●●●●●
Mailchimp	●●●●●●●●
Unity 5.0	●●●●●●●●
Final Cut X	●●●●●●●●
Python	●●●●●●●●
Office	●●●●●●●●
Meta	●●●●●●●●
Webflow	●●●●●●●●

02 Knowledge

Grid & Layout.
Good sense for typography.
Color theory knowledge.
Image editing.
Web usability.
Interface Design.
Google Analytics & SEO.

RECOGNITIONS & CERTIFICATES



Education First
C2 Proficient
The achieved English level
is 71/100 on the EF SET



Fundamentals of Marketing
Google Certificate



Master Frameworks JS:
Angular, React, Vue
UDEMY



Hubspot Marketing
Marketing certificate
Completed



After Effects Test
LinkedIn Exam
One in the best 30%

WORK EXPERIENCE

1
Year

2023
Digital Coordinator
Mezcales Casa Armando

At MCA, I played a pivotal role as the Digital Coordinator. Entrusted with overseeing our social media landscape, I was responsible for curating timelines and producing engaging content tailored to our audience. Beyond content, my duties extended to orchestrating comprehensive digital strategies, ensuring alignment with our brand vision and goals across all digital platforms.

3
Years

From 2019 to 2023
Sr. Designer for marketing
DICIO - Salinas Group

Salinas Group, I spearheaded the design of landing pages and corporate videos, providing direction across various projects. My contributions were pivotal in the development of corporate identities and the formulation of comprehensive brand manuals.

1
Year

From 2018 to 2019
Art Director
Live 13.5

In my role as Art Director at Live 13.5, I was entrusted with translating client requirements and the vision of the General Management into compelling visual narratives.

2
Years

From 2017 to 2019
Sr. Designer & Video editor
Capital 21 CDMX

At Capital 21 CDMX, I channeled my expertise into editing audiovisual content, primarily post-producing the headline news for Capital 21's TV and Radio broadcasts in Mexico City.

2
Years

From 2015 to 2017
Jr. Designer
Concepto Móvil

At Concepto Móvil, I crafted animations tailored for various company sectors and designed animated GIFs specifically for the company's Mobile Phone Clubs.

MY SPECIALITIES & PROJECTS

I excel in creative and front-end development, blending motion graphics, web development, and voice acting with strategic brand evolution and project planning. My focus spans from AAA companies to startups, optimizing operations and expanding businesses.

In web development, I create e-commerce and CMS solutions using Webflow, with automation via MailChimp and personalized user experiences. Daily, I utilize JavaScript and Python to enhance functionality and manage user data, driving better segmentation and analysis.

My expertise extends to AI, where I leverage platforms like OpenAI for content creation and workflow optimization. I also design digital marketing strategies, maximizing reach and conversion through data-driven insights and advanced SEO.



Motion Designer



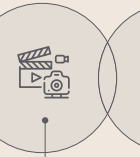
Branding



Marketing



Web Design



Corporate Videos



Voice Acting

LANGUAGE SKILLS



HOBBIES & INTERESTS



Cinema



Beer



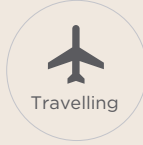
Music



Videogame



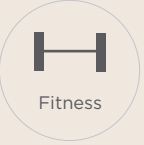
Theatre



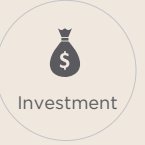
Travelling



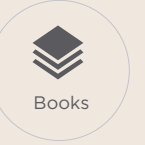
Batman



Fitness



Investment



Books