

ANDRES ESCOBAR

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LANGUAGES

- **Spanish**
Native
- **English**
Fluent

SKILLS

- Project Management
- Content Strategy
- Data Analysis & Web Analytics
- Digital Marketing
- Business Development
- User Experience (UX)
- Data Visualization
- Content Marketing
- Communications & Storytelling
- Python & SQL
- Copywriting

EDUCATION

- Aug 2014 - May 2016
 - **Master of Science in Journalism**
Columbia University, New York City
- Aug 2014 - May 2016
 - **Master of Science in Computer Science**
Columbia University, New York City
- Mar 2002 - Mar 2007
 - **Bachelor of Arts in Communications**
P. Universidad Catolica de Chile
- Sep 2021 - Sep 2022
 - **Certificate Program, Restaurant Revenue Management**
Cornell University

I am a data-driven professional with a keen appreciation for great storytelling, boasting over a decade of international experience. I specialize in crafting compelling narratives and fostering growth through meticulous data analysis, content creation & distribution, and platform improvement. I have a proven track record in orchestrating cross-functional teams, cultivating strong relationships, and exceeding KPIs. I am fluent in Spanish and English and possess a deep understanding of the digital marketing ecosystem and the landscape of digital media. My expertise extends to working with multidisciplinary and multicultural teams, and uncovering and translating cultural trends into content that propels brand and business growth. I also excel in fast-paced and dynamic environments, project management, and team leadership.

EXPERIENCE

Jun 2024 - Sep 2024
Head of Digital Marketing & Communications, Luxury Brands Division
Concha y Toro Vineyard

- Develop the communication and digital marketing strategy for Concha y Toro Vineyard, focusing on its luxury brands and their global positioning.
- Direct and implement the digital advertising strategy for Concha y Toro Vineyard and Don Melchor Vineyard.
- Lead the digital advertising strategy, including media buying both online and offline, content creation, and long-term strategic planning for digital products.
- Build a corporate digital ecosystem, including a data warehouse for the storage and analysis of the company's digital platforms data.

Jul 2020 - Sep 2022
Regional Vice Leader at Huawei Video LATAM
Huawei - Santiago, Chile

- Responsible for the operations and growth of Huawei Video in LATAM (Mexico, Colombia, Chile, and other 13 countries). Focus on Platform & Product Improvement, User Value Perception/Awareness, Acquisition, Activity, Monetization & Retention, Content Management, and Business Development.
- Led negotiations and integration of over 500 content producers, enhancing the platform's content library. Negotiated and brought new content collections (movies & series) and signed partnerships with TV stations and production companies.
- Planned, executed and overseen direct marketing activities, such as push notifications messages and email newsletters. Performed A/B testing and data analysis to optimize copy and content, successfully increasing user activations, traffic and content consumption levels within the platform. Managed a US\$150K annual marketing budget. Managed a US\$150K annual marketing budget.

Apr 2019 - Jun 2020
SEO Consultant
Upsomedia - Santiago, Chile

- Optimized content for target keywords to enhance ranking on search engine results pages. Utilized advanced keyword research methods such as long-tail keyword discovery and semantic mapping.
- Collaborated with developers and designers to ensure that all website updates comply with best practices for SEO optimization.
- Conducted competitor research and analysis to identify opportunities to improve organic visibility. Performed optimization of webpages including title tags, meta descriptions, headings, internal linking structure and schema markup.
- Trained the Editorial team to work with SEO best practices when writing stories.

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Jun 2019 - Oct 2019
Digital Strategy & Content Director
COP25 - Santiago, Chile

- Crafted the digital strategy for COP25 (UN Climate Change conference) encompassing organic and paid elements. Oversaw the platform development, content creation and its distribution. Guided a team of 6, effectively coordinating their collaboration with various stakeholders, and mentored junior staff members on digital marketing techniques.
- Built strong relationships with external vendors such as web hosting companies and creative agencies. Coordinated with IT party regarding technical specifications about web architecture and software integration needs.
- Identified key influencers in the digital space to create relationships that would benefit the event awareness efforts.

Jun 2016 - May 2018
Data Analyst
Univision - Miami, FL

- Created SQL queries to extract data from multiple sources to deliver key observations, drive decision-making, provide actionable insights, and cross-platform distribution strategies.
- Utilized Microsoft Excel, Python, Tableau, and Google Looker Studio to analyze and generate reports and graphs based on complex datasets, implementing visualizations and dashboards for real-time tracking to guide the newsroom and help senior management to make informed decisions. Educated the editorial team to become a data-driven newsroom.

Apr 2013 - Dec 2013
Social Media Editor
Chilevision - Santiago, Chile

- Developed and implemented a comprehensive social media strategy to increase brand awareness, engagement, and digital traffic for this TV station. Researched industry trends and topics relevant to our target audience to create engaging content.
- Managed content creation, curation and scheduling for multiple social channels including Facebook, Twitter, Instagram, Pinterest and LinkedIn, and supervised the work around the YouTube media partner program agreement. Developed relationships with influencers and local celebrities to increase reach and engagement rates.

Oct 2012 - Mar 2013
Editor in Chief, Digital Platforms
Chilevision - Santiago, Chile

- Developed, implemented and enforced content strategy and editorial policies and procedures for all content production. Managed budgets related to editorial projects while ensuring timely completion within budget limits. Led a team of 15 (writers, editors, designers, photograph and developers).
- Orchestrated digital coverage of the 2012 Chilean Municipal Elections, including integrating the audience's Twitter comments on TV and creating an interactive map for displaying election results.
- Planned and executed digital coverage of the 2013 Festival de Vina del Mar (one of the most traditional music festivals in Latin America) and the digital sales strategy, registering historic audience and revenue records for the Digital Department.

Dec 2009 - Mar 2011
Special Projects Editor
Emol.com - Santiago, Chile

- Designed and implemented a travel section for Emol.com, aiming to build a strong community of users. Within 3 months we reached 100K monthly active users.
- Reported and edited a long-term multimedia coverage of the 2010 Chilean earthquake. Served as a special correspondent on the rescue of 33 miners trapped in San Jose mine, leading the audiovisual coverage (live streaming included).
- Monitored progress of multiple projects simultaneously, resolving conflicts quickly and effectively. Developed and implemented strategies to ensure successful completion of special projects.