

DANIEL RODRÍGUEZ

MARKETING & BRANDING

ABOUT

Marketing professional experienced in both structured companies and startups, passionate about creativity, technology, and entertainment.

Currently a marketing consultant focusing on brand marketing, content production, and digital media, while also serving as an executive producer in theatre. This role combines marketing expertise with storytelling, aiming to bring compelling narratives to life. Always striving to tell deserving stories.

CONTACT

E. danielrferro@gmail.com

M. 5518500266

IN. [@danielrferro](https://www.instagram.com/danielrferro)

Web. danielrferro.com

VALUES & SKILLS

VALUES

Humble when ambitious

Gracious when successful

Resilient at failure

Selflessness, respect and integrity

SOFT SKILLS

Creative spirit

Active listening

Critical thinking

Constructive feedback

HARD SKILLS

Adobe Suite (Pr, Ae, Ps, Id and Ai) and Figma

Project Management (Monday, Airtable)

Microsoft Office, Goolge Suite, Keynote

Excel, Tableau, Google Analytics, SEO.

LANGUAGES

SPANISH: NATIVE

ENGLISH: FLUENT

PORTUGUESE: CONVERSATIONAL

ITALIAN: CONVERSATIONAL

EXPERIENCE

EXECUTIVE PRODUCER

JUNE 2024 - TO DATE

TEATRO INSURGENTES

As Executive Producer at Theatre Insurgentes, I led productions like "[Mamma Mia La Gira](#)" and "[Cabaret](#)", enhancing audience engagement and ticket sales. I managed over 100 creatives, focusing on collaboration and artistic excellence contributing to the theatre's growth.

MARKETING CONSULTANT

MARCH 2023 - TO DATE

MARKETING CONSULTANT (FREELANCE)

Currently advising the marketing and content strategy at Kontempo, to build and enhance brand visibility. Also, I am a Creative Consultant at Trendsétera, working with clients like Diageo, Rappi, and Liverpool on tailored marketing strategies.

CONTENT & BRAND MANAGER

APRIL 2021 - MARCH 2023

KONFÍO

Responsible for developing and executing Konfío's brand strategy and content marketing, including initiatives like "[Financieramente Irresistible](#)." Collaborating with external agencies and internal teams, I have produced engaging content for the website, social media, email, and digital platforms, supporting major campaigns like "[Historias Konfío](#)" and "[Hoy Lo Pides, Hoy Lo Tienes](#)." These efforts resulted in a 3x increase in user accounts created year-to-date.

MARKETING & SOCIAL MEDIA SR. ASSOCIATE LATAM

JUNE 2018 - MARCH 2021

WEWORK

Contributed to over 25 global content strategies in Latin America, collaborating with Public Affairs and Product teams to manage timelines, budgets, and content for digital channels. Achieved significant engagement growth, increasing followers by 112%. The "[Member Stories](#)" project enhanced brand loyalty and boosted enterprise portfolio growth by 20% in one year.

CO-FOUNDER

JULY 2020 - PRESENT

AKAMPA

Co-founded [Akampa](#): the first luxury camp company in Mexico that offers outdoors experiences. Just 4 years after our official launch we have more than 10k website monthly visits, and more than 26k followers on our social networks with zero marketing budget.

EDUCATION

UNIVERSIDAD IBEROAMERICANA

MEDIA & COMMUNICATIONS

Media & Communications Degree

Entertainment and Performing Arts Specialization

GPA: 4.0

SPECIAL PROJECTS & AWARDS

UNIVERSIDAD IBEROAMERICANA

ACADEMIC EXCELLENCE SCHOLARSHIP

Beneficiary of the excellence scholarship and graduated with *Suma Cum Laude* honors.

ISTITUTO LORENZO DE' MEDICI

AMBASSADOR SCHOLARSHIP

Received a full international scholarship amongst more than 200 applicants for the Study Abroad Programme in Rome, Italy.

WINE SPECTATOR

WINE SPECTATOR CONNOISSEUR

Earned the certificate of excellence on Wines of Tuscany, while taking the course "Wines of Italy I" at the Istituto Lorenzo de' Medici in Rome, Italy.