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Summary

With many years of experience, I am a highly skilled professional specializing in building successful brands and driving remarkable client success. My expertise spans marketing, Ecommerce, retail, web development, project management, supply chain, web 3, creators economy, AI, market research, data analysis, modeling, and strategy.

With exceptional proficiency in market research and data analysis, enabling me to identify trends and uncover untapped market opportunities. My expertise in consumer psychology and digital persuasion allows me to identify target audiences' pain points and desires to create unique brand identities that deeply resonate with them.

I thrive in fostering collaborative relationships with clients, leveraging their insights to achieve optimal outcomes.

By adopting a comprehensive strategy that encompasses a wide range of channels such as Facebook, Instagram, Google, Snapchat, Pinterest, Tiktok, Youtube and Twitter ads, alongside engaging email campaigns, effective SEO optimization, Influencer partnerships, and dynamic multi-channel media buying, I proactively drive brand awareness and unlock significant sales growth.

Harnessing the transformative potential of decentralized marketing, powered by authentic user-generated content, influencer partnerships, and synergizing with vertical integration & fastvertising, I consistently deliver exceptional results that elevate businesses to new levels of success.

Experience



Founder

The Senset®

Jun 2022 - Present (1 year 9 months)

At The Senset®, we are dedicated to empowering our clients, partners, and talent to turn their passions into successful businesses. As a leading Creator Economy Agency, we provide a complete 360 experience to help our clients grow their audiences, monetize their content, launch their own businesses, deliver brand partnerships, and unlock their true potential.

Our all-in-one platform offers full-service talent management, including the delivery of synergistic brand partnerships and a multi-vertical business infrastructure that supports talent to launch their own global physical and digital products. We work with over 100+ factories, globally, to produce the best quality products in the industry.

We take pride in our ability to solve the complexity of building a brand and scaling. Our team of experts concocts the perfect chemistry between high-quality products and our clients, finding the most aligned talent and engaged communities to deliver the results they deserve.

With The Senset®, our clients can expect a customized experience tailored to their brand's unique needs. We offer everything from defining their brand's visual identity to designing a custom-made e-

commerce store to convert their followers into customers. We have worldwide distribution across the USA, UK, Europe, and Asia and offer 24-Hour Customer Service to ensure our clients are satisfied.

At The Senset®, we believe that business is a game and being a creator is a hack. We curate a business strategy to scale their business to millions in profit, so they can achieve financial freedom and focus on what they do best - creating content.



Founder

Art Reborn Digital™

Jan 2018 - Present (6 years 2 months)

At Art Reborn™, we take pride in exceeding expectations as a leading digital marketing agency. Our team of distinguished experts specializes in helping both companies and individuals achieve exceptional branding and development results. We are dedicated to providing premium quality services, all within an expeditious timeframe.

Our extensive range of services encompasses various disciplines, including brand awareness, traffic generation, virtual sales funnel creation, value creation, social authority establishment, follower cultivation, and local and international demand generation. With our state-of-the-art strategies and innovative techniques, we can help your brand transcend to new heights of excellence and achieve its ultimate potential.

What distinguishes us from the rest is our inherent ability to provide the Midas touch - that special ingredient that turns a good brand into a great one. Our team's unmatched proficiency and experience enable us to create bespoke solutions tailored to your unique requirements. We adopt a holistic approach to brand development, factoring in all aspects of your business, and customizing our strategies accordingly.

At Art Reborn™, we remain at the forefront of the industry by utilizing the latest and most advanced digital marketing techniques. Our comprehensive range of services includes search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, content marketing, video marketing, web design and development, analytics and reporting, as well as brand development, community development, and e-commerce services.

If you are seeking a partner who can provide you with the Midas touch, then look no further than Art Reborn™. Our cutting-edge strategies and innovative techniques will transform your brand into a deluxe and premium entity, captivating your target audience's attention. Contact us today, and let us help you achieve your brand's ultimate potential.



Founder

Tech Wired®

Jan 2020 - Present (4 years 2 months)

Tech Wired® is a media brand at the forefront of the ever-evolving world of technology. With our visionary mindset, we explore the latest trends and emerging technologies, providing our readers with in-depth analysis and practical advice that empowers them to make informed decisions about their businesses and personal lives.

One of the key areas we cover is the field of AI, which we believe will play an increasingly important role in shaping the future of technology. Our team of experts provides insights into the latest developments in AI, along with analysis of their potential impact on various industries.

At Tech Wired®, we are committed to exploring the boundaries of what's possible and pushing the limits of technology. Our focus on innovation and visionary thinking means that we are always looking towards the future, anticipating the needs and desires of our readers and delivering cutting-edge content that keeps them engaged and inspired.

As we move into the future, the role of technology in our lives will only continue to grow. At Tech Wired®, we believe that staying informed and ahead of the curve is essential for success. Join our community today and experience the excitement and possibilities of the future of technology.



Technical Specialist

LifeScan

Jun 2020 - Mar 2023 (2 years 10 months)

As a Technical Specialist at Lifescan, I was responsible for providing technical support to clients and troubleshooting technical issues and bugs with our medical devices. My role involved using JIRA to document and track bugs, escalating critical issues to the appropriate teams, and working with cross-functional teams to resolve and troubleshoot technical problems.

I also played a crucial role in testing new products and features before release, ensuring they met our quality standards. Using my expertise in software testing, I created and executed test cases, reported defects, and collaborated with developers to resolve issues that occurred during the research and development of new features.



Software Specialist

Foundever

Feb 2020 - Feb 2023 (3 years 1 month)

Education



Universidad Americana (UAM)

International Business

Jan 2016 - Aug 2018

During my international business degree program, I developed a thorough understanding of the global business landscape. I gained expertise in global business strategy, including market research, competitive analysis, and risk assessment. Additionally, I acquired in-depth knowledge of international finance and accounting, foreign exchange rates, and international trade policies. I also developed essential soft skills, such as cross-cultural communication and negotiation, as well as leadership and teamwork. Overall, this program equipped me with the hard skills and knowledge base needed to succeed in a variety of international business roles, including management, consulting, and entrepreneurship.



Universidad Americana (UAM)

Marketing & Communication

During my pursuit of a degree in marketing and communications, I gained a comprehensive skill set that makes me a valuable prospect in the field. The program equipped me with a diverse range of hard skills, including data analytics, market research, and consumer behavior analysis. I also gained expertise in branding and advertising, including graphic design and visual communication, and learned how to create and manage brand identities. Digital marketing was another critical aspect of the program, which provided me with knowledge of various digital marketing strategies, website design and development, and experience in executing successful digital marketing plans. I also gained an understanding of consumer psychology, market segmentation, and target audience analysis.

I am confident that my diverse set of hard skills and knowledge base will allow me to succeed in a variety of roles, including marketing management, advertising, public relations, and digital marketing.

Skills

Large Language Models (LLM) • Fastvertising • E-Commerce • Creator Economy • Marketing Strategy
• Web3 • Web Development • Customer Relationship Management (CRM) • Creator Monetization