

STEVE MUIRRAGUI

Strategist / Psychologist / Creator

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WORK EXPERIENCE:

MARCH 2016 – Present

CODIGO.DIGITAL (Ecuador)

Head of Strategy

Accomplished:

- Works with private clients to build brands and ability to materialize objectives, including career development and financial aspirations.
- Develops communication strategy and supervises creative execution for commercial clients.
- Initiates business initiatives and entrepreneurship with contribution by fellow strategic and creative specialists.

SEPTEMBER 2013 – MARCH 2016

PUBLICIS / ECUADOR - PUBLICIS GROUPE (Ecuador)

Strategic Planning Director

Accomplished:

- Head of Strategy for all accounts in the Agency including several international brands (NESTLE(r), TELEFONICA(r), CONTINENTAL(r), among many others).
- Develops strategic tools for brand building, change leadership identification, and brand role within a context of change.
- Actively participates in digital strategy planning and implementation, including metrics analysis, social listening and insight generation for continuous improvement of digital communication strategy.
- Works with the regional and global PUBLICIS Planning Community to reinforce strategic initiatives and development throughout the region.
- Designs and implements innovative research methods to generate creative input.
- Plans and implements PUBLICIS NEWSDESK, an always-on digital platform for integrating all brand communication into a newsdesk model, and generate value and agility for brand initiatives.
- Develops and presents strategy for all new business initiatives.
- Directs and supervises Strategic Planning Department.

AUGUST 2012 - JUNE 2013

PUNTO99 (Ecuador)

General Account Manager and Administrative Manager

Accomplished:

- Directed the Account Management operation for the whole agency, becoming involved in the daily and strategic management of more than 30 global and local brands in several industries, including financial institutions, quick service restaurants, pharmaceuticals, drug store chains, mass consumption, among others.
- Led the New Business unit for the Agency, approaching potential clients, bidding and winning several accounts, significantly improving business results for the company.

- Participated in the development of the Agency's own strategic tool for brand building: the PTO99 Pier Light®, which was implemented for several clients, always with highly satisfactory results.
- Became highly involved in the development of Account Management and Creative teams, organizing professional development plans and closely following the learning process of all Agency personnel.
- Closely followed the Agency's financial performance indicators taking them into consideration for business decisions.

MAY 2011 – AUGUST 2012

PUBLICIS / ECUADOR - PUBLICIS GROUPE (Ecuador)

Nestlé® Accounts Supervisor (Dairy, Culinary, Coffee and Instant Beverages)

Accomplished:

- Directed launch campaigns for several products, and line extensions for different brands, on several categories, including: dairy, coffee, culinary and soft drinks.
- Managed local takeover of global brands like Nescafé® and Nestea®.
- Successfully directed the account executives team for Dairy, Culinary, Coffee and Instant Beverages brands for Nestlé®, for everyday traffic.
- Directed image and promotional campaigns for brands on all the aforementioned categories.
- Improved the overall working dynamic with the client, by implementing brand reviews and strategic development plan for Account Executives.

APRIL 2010 – MAY 2011

PUBLICITAS – PUBLICIS (Ecuador)

Account Planner for Dairy and Culinary Accounts, Nestlé® - Ecuador.

Accomplished:

- Provided strategic, conceptual and creative support for the following brands: Nido®, La Vaquita®, La Lechera®, Bolero®, Cerevita® and Maggi®, by converting data into creative concepts for agency proposals.
- Conducted, presented and interpreted research regarding Consumer Behavior, by implementing new qualitative research methods.
- Managed data analysis and presentation of research conducted by Nestlé's Marketing Intelligence Department for agency use, supporting both Account Management and Creative Teams.
- Conducted and presented trend reports and best-practice cases to be considered for decision making process on Nestlé® Accounts.
- Worked briefly on other categories including beer and household products.

OTHER ABILITIES AND ACTIVITIES:

LANGUAGES:

Spanish: native speaker, 100% spoken and written.

English: native speaker, 100% spoken and written.

EDUCATION:

- **Masters Degree - Online Marketing and Digital Strategy**
IEBS BARCELONA (September 2017 – November 2018)
- **Bachelor of Arts (B.A.) in Psychology**
UNIVERSIDAD SAN FRANCISCO DE QUITO (June 2002- June 2006).

- **International Masters Degree in Cognitive-Behavioral Psychology**
AEPC – GRANADA, SPAIN (June 2008 - February 2011).
- **Business Coaching International Program (March 2009 – March 2011).**
INSTITUTO TECNOLÓGICO DE MONTERREY.

PERSONAL REFERENCE:

Aldo Muirragui (brother)
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