

ESTEBAN MUIRRAGUI

Brand Strategist /
Digital Marketing Specialist

TLF: +593 98 492 6421

esteban.muirragui@gmail.com

yo@estebanmuirragui.com

Full name:

José Esteban Muirragui Haro

ID (EC): 170845131-3 (Ecuador)

Address:

Gaspar Cañero e10-119 y Av. 6 de Diciembre

Edf. Onyx, Dpto. 410

Quito - Ecuador

170504

www.estebanmuirragui.com



EXPERIENCE:

JANUARY 2022 - MAY 2023

Company: IPG MEDIABRANDS / UM / UNIVERSAL MCCANN (continuation of previous experience)

Position: Strategy Director

Reference: Tania Chiriboga, Managing Director Ecuador (+593 99 9929005)

City/Country: Quito, Ecuador / Mexico City, Mexico

Company Type/Industry: Marketing - Media.

Responsibilities:

- Management of the agency's strategic direction: methodology, presentations, results aligned with UM's international methodology.
- New business management: comprehensive strategy, media, and creativity (if applicable) presentations - contact with prospects for new business opportunities.
- Local (Ecuador) strategy for CORPORACIÓN FAVORITA, NUTRESA, NESTLÉ, among others, and regional (Ecuador, Mexico, Colombia) strategy for H&M.

SEPTEMBER 2019 - DECEMBER 2021

Company: THRIVE / UM / UNIVERSAL MCCANN

Position: Business Lead / Account Director

City/Country: Quito, Ecuador

Company Type/Industry: Marketing - Media.

Responsibilities:

- Control and monitoring of 100% of the media investment plans, both ATL and digital, for NESTLÉ® in Ecuador.
- Coordination with the regional and global team of THRIVE.
- Negotiation of business relationships with various marketing and advertising industry suppliers.
- Development of strategy for all presented plans, in collaboration with the local THRIVE team.
- Consolidation of strategic relationships with creative agencies and other stakeholders.

FEBRUARY 2019 - SEPTEMBER 2019

Company: RIVAS PUBLICIDAD

Position: Accounts and Media Director

City/Country: Quito, Ecuador

Company Type/Industry: Marketing - Creativity and Media.

Responsibilities:

- Leadership over the agency's service scheme.
- Control and monitoring of ATL and digital media plan management.
- New business acquisition strategy.
- Negotiation of business relationships with suppliers and clients.
- Consolidation of strategic relationships with other agencies.

MARCH 2016 - DECEMBER 2018

Company: CODIGO.DIGITAL

Position: Brand Strategy and Digital Marketing Consultant

City/Country: Quito, Ecuador

Company Type/Industry: Marketing.

Responsibilities:

- Development of brand building workshops.
- Direction of comprehensive communication projects - analysis, branding, strategy, and creative implementation.
- Management of web platforms based on CMS.
- Development and optimization of conversion funnels.
- Strategy and management of investment budgets for digital media.
- On-page and off-page SEO.
- Positioning and conversion strategy for search marketing.

OCTOBER 2013 - FEBRUARY 2016

Company: PUBLICIS ECUADOR

Position: Director of Strategic Planning

Reference: César Bettencourt, General Manager.

City/Country: Quito, Ecuador

Company Type/Industry: Marketing - Creativity.

Responsibilities:

- Development of the local agency's strategic philosophy and methods, based on global documents from PUBLICIS WW.
- Definition of conceptual communication strategy and tactical actions for the generation of the creative brief and its subsequent development.
- Leadership in strategic processes for new business acquisition.
- Constant strategic work for all brands serviced by the agency: NIDO®, NESCAFÉ®, NESTEA®, MAGGI®, KIA®, LAFARGE®, SVELTY®, GERBER®, PURINA®, among others.
- Collaborative work in analyzing and defining digital strategy for the agency's digital wing and all managed brands.
- Management and development of data generation projects, quantitative and qualitative studies, data collection in the digital channel, etc.
- Direction of the agency's Strategic Planning team.

AUGUST 2012 - JUNE 2013

Company: PUNTO99

Position: Administrative and Accounts Manager

Reference: Javier Reyes, General Creative Director.

City/Country: Quito, Ecuador

Company Type/Industry: Communication and Advertising.

Responsibilities:

- Management of general agency processes for all brands of our clients: KFC®, BASKIN ROBBINS®, JUAN VALDEZ®, FYBECA®, SANASANA®, OKIDOKI®, GELHADA®, HUMANA®, CONFIANZA®, GUS®, AMERICAN DELI®, ASSA®, and several others.
- Review and management of the agency's financial statements.
- Negotiation of the economic variables in the client-agency relationship.
- Supervision of the agency staff, approximately 30 people.
- Value generation through processes in the Accounts department.
- Personnel selection for the administrative and accounts department of the agency.
- Participation in strategic and creative processes for each of the agency's accounts.
- Development of internal tools.

MAY 2011 - AUGUST 2012

Company: PUBLICIS ECUADOR

Position: Accounts Director for Dairy, Culinary, Coffee, and Instant Beverages for NESTLÉ® Ecuador.

Reference: Gabriela Pérez, General Accounts Director.

City/Country: Quito, Ecuador

Company Type/Industry: Communication and Advertising.

Responsibilities:

- Lead the local transition of accounts for global brands such as NESCAFÉ® and NESTEA®.

- Supervise activities of the Account Executives team for Nestlé - Ecuador.
- Provide support in training and strategic thinking to the Accounts team responsible for NESTLÉ® - Ecuador.
- Review and coordinate activities aimed at fulfilling requests from different NESTLÉ® clients in Ecuador.
- Hold regular meetings with the Marketing Department of NESTLÉ® - Ecuador to review and coordinate the agency's workflow.

APRIL 2010 - MAY 2011

Company: PUBLICITAS - PUBLICIS

Position: Account Planner, Dairy and Culinary Accounts, NESTLÉ® - Ecuador.

Reference: Patricia Fernandes, Director of Strategic Planning.

City/Country: Quito, Ecuador

Company Type/Industry: Communication and Advertising.

Responsibilities:

- Provide strategic and conceptual support to the accounts and creative team for the brands NIDO®, LA VAQUITA®, LA LECHERA®, BOLERO®, CEREVITA®, and MAGGI®.
- Advise, execute, and present research projects related to the communication proposals for the mentioned brands.
- Assist in studies and analysis of data related to research projects in the Market Research Department of NESTLÉ®, Ecuador.
- Develop research projects on trends to be considered for marketing decisions of NESTLÉ®, Ecuador.

OTHER ACTIVITIES:

- Speaker at the Universidad de las Américas 2015 - Topic: Challenges of an International Agency.
- Speaker at the Universidad de las Américas 2015 - Topic: What does it mean to build a strategy?
- Guest speaker at the Festival Iberoamericano de Creatividad y Estrategia (FICE) 2014 - Topic: Communication with a technopreneur spirit.

EDUCATION:

- Bachelor of Arts (B.A.) in Psychology (June 2002-June 2006) at UNIVERSIDAD SAN FRANCISCO DE QUITO - Quito.
- International Master's in Cognitive Behavioral Psychology (June 2008-February 2011) at INSTITUTO EUROPEO DE PSICOLOGÍA APLICADA - Granada.
- Master's in Online Marketing and Digital Strategy (September 2017-July 2018) at INNOVATION & ENTREPRENEURSHIP BUSINESS SCHOOL - Barcelona.

LANGUAGES:

- Spanish: native, 100% spoken and written.
- English: native, 100% spoken and written.

OTHER SKILLS:

- Creator and developer of multiple web projects, including www.rottenhusky.com (an online radio focused on contemporary music), www.ecuadorparaelmundo.com, and www.ecuadortotheworld.com (content creation and business management portal from Ecuador to the world), among others.
- Participation in multiple seminars and strategic planning events at the international level (TrendHunting is the New Planning, PWW Strategic Summit in Miami, etc.).
- Proficiency in specialized technology for social media metrics management (e.g., SocialBakers) and identification of emerging conversations (e.g., NUVI, Microsoft Social Engagement).
- Excellent interpersonal skills, including a course on Negotiations at Universidad San Francisco de Quito.

PERSONAL REFERENCES:

Tania Chiriboga, MD UM ECUADOR - +593 99 992 9005

Carla Revelo, Senior Planner - +593 98 357 9833

Catalina Lescano, Director MAGNA ECUADOR - +593 99 600 8318