

# CARLOS BARAHONA

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 @Soybunuelo

DIGITAL IMMIGRANT  / CREATIVE   / STRATEGIST  / UNSTOPPABLE 

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## Profile

Skilled, dedicated, and highly creative professional with extensive experience in content and digital marketing strategies. Highly dexterous using digital marketing analytic tools, which ultimately are an essential component of my decision-making process. A Journalist by formation, creative by nature, and digital strategist by passion and devotion. I'm a professional who utilizes data to extract insights; that consequently will be transformed into creative concepts to engage audiences while taking them on a journey.

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## Experience

**Interamerican Development Bank / Creative Director (Consultant) / Apr 1 to present**

**Washington DC** 

As a Creative Director for the IDB, my role is to align the organization's brand values and business objectives with powerful creative solutions to communicate our products while reaching the different audiences and target personas. My primary responsibility is to oversee and develop creativity and content strategies for countries, sectors, and various initiatives campaigns.

### **Day to day as of September 2020**

- + Conceptualize ideas and solutions based on problems, business objectives, and requirements from internal clients.
- + Foster creativity within the team of designers and social media managers.
- + Develop Creative concepts that are easy to use, execute, and impact the client.
- + Oversee the quality of digital products, content types, and overall communication developed by the team.
- + Develop custom made content strategies and journey for internal clients.
- + Contribute actively to the rules of engagement, strategy, and overall playbook of the IDB's digital practice.
- + Experiment with new communication styles, content types, and diversify our content offer to increase our audiences' engagement levels.
- + Align products and campaigns with our current branding rules while helping our

brand to find new territories of action.

- ✦ Point center for all things creative, brand, and content strategies for internal clients.

### **Lufthansa Group / Associate Creative Director / Dec 2018 to Jan 2020**

#### **Frankfurt Am Main.**

By merging technical expertise, narrative sensibility, sociological behaviors, different types of methodologies (Agile, Design Thinking, Waterfall) and trends, as the Associate Director, my responsibility is to drive creative thinking across marketing and communications teams. As an AD my objective is not to think about only channels or executions, but rather to think about the holistic creative journeys that are customer-centric.

#### **Day to day**

- ✦ Conceptualize ideas into content strategies and creative concepts with the information provided by internal shareholders / Associate Director / Brief.
- ✦ Foster creativity and guide directly and daily with junior, senior graphic designers, and creative copywriters to translate information and problems into concepts ready for execution.
- ✦ Direct Creative and strategic vision for global, internal, regional, country, product, or vertical campaigns/projects.
- ✦ Proposes new types of creative approaches that ultimately serve the projects and campaigns while using programmatic media by to target personas.
- ✦ Guide how an original concept can be applied and executed in different channels in digital and traditional outlets.
- ✦ Research, develop and design business oriented personas, while allocating them in the customer journey by touch-points.
- ✦ Develop omnichannel customer-B2B centric campaigns, allocate resources, budget, and establish KPI's to track ROI.
- ✦ Develop holistic creative campaigns with B2B customer centricity focus.
- ✦ Guide conceptual elements of authenticity (Visual, content, strategy, tactics) based on data, to stand out our communication and marketing efforts to impact current clients, and prospects, or new brand territories.

### **► Lufthansa Group / Marketing & Comms Manager LATAM / May 2017 to Dec 2018**

#### **Washington D.C.**

Lufthansa AirPlus Servicekarten GmbH in Neu-Isenburg is a global leader in the provision of Business Travel Management solutions. The company specializes in the payment and analysis of corporate travel. Under the AirPlus International brand, it provides customers with bespoke products and integrated solutions, making daily travel management more accessible, more transparent and cost-efficient.

- ✦ Continuously review, evaluate and refresh the Mexican/LATAM Marketing (digital) strategy and model.
- ✦ Identify and lead initiatives to deliver improvements in the communication; to identify and assess cost, opportunities, and revenue drivers.
- ✦ Use Agile, lean startup, or design thinking methodologies to develop creative external customer-centric global, regional, country, and internal campaigns.

- ✦ Design, model, and execute compelling digital strategies to position the Lufthansa Airplus brand in the MX and LATAM market.
- ✦ Allocate marketing budget and align it to Marketing strategy and activities.
- ✦ Research and execute new creative marketing initiatives and opportunities and selecting the correct channels to advertise our value proposition to the correct B2B personas.
- ✦ Work with regional creative agencies and guide them through the creative process and strategic needs of the brand to achieve goals.
- ✦ Maintain primary editorial/PR relationship with the main business-travel focused publications.
- ✦ Responsible for content marketing strategy.
- ✦ Manage and coordinate the creation of omnichannel marketing initiatives/ Campaigns.
- ✦ Develop market research, benchmarks, and use data to extract insights to develop successful creative strategies that position the brand in the local markets (MEX/ LATAM).

► **GSA / Bilingual Content Integration Lead / May 2016 to Feb 2017**

Washington D.C. 🇺🇸

Contracted by Cascades Technologies Inc to Lead the Content and Marketing Integration process and strategy for the Business.usa.gov platform to its new home, [USA.gov](http://USA.gov).

- ✦ Audit the BusinessUSA content and establish the content scope and criteria to Keep/Improve/Delete/Retire services and content (+3000 pages).
- ✦ Propose a new creative content/marketing strategy to fulfill the needs of the audience and stay in line with our mission and vision.
- ✦ Present (digital) marketing opportunities, partnerships, and tool developments.
- ✦ Define audiences and present potential opportunities to deliver our message.
- ✦ Keep up with market trends, timely events and audience needs and ensure the platform provides content that is relevant and up-to-date, regardless of channel used.
- ✦ Establish content types and strategy to direct the future engagement efforts for the Business.usa.gov audience.
- ✦ Outline Project Roadmap: timeline, deliverable, human capital needs, maintenance of the next Business USA platform.
- ✦ Actively help to establish the branding, UX, UI elements to have a successful brand relaunch.
- ✦ Anticipate Business.usa.gov content opportunities for the Spanish market.

► **Ariadna Digital Agency / Sr. Digital Strategist / Apr 2015 to Oct 2015**

Bogota 🇨🇴

- ✦ Design and structure a complete digital strategy in order to obtain the account of one of the most important credit card brands in the world for the agency.
- ✦ Design and establish a framework of strategic content to illustrate how Ariadna could boost and transmit the objectives of the brand in LATAM in different digital outlets.

- + Investigate and conduct interviews with competitors to find a differential in which the brand could establish a starting point to offer a unique experience to target.
- + Analyze the brand and monitor it through a measurement tool in order to get a complete diagnostic of the brand in the region, finding opportunities to act creatively.

▶ **CIC Coca-Cola by Findasense / Sr. Digital Creative / Mar 2014 to Mar 2015**

**Bogota** 🇨🇴

- + Create bold and exciting ideas for the Coca-Cola Social Media outlets and its brands in order to increase brand love and awareness of each brand lifestyle.
- + Create and identify conceptual territories where the brands can interact. Responsible for all brand briefs and for the adaptation and development of creative concepts with the planner.
- + Create crisis and action protocols so the team can execute them when a crisis strikes in the social media outlets of the brands.
- + Keep the CARE team motivated, creative, productive and open to explore new ideas to increase our visibility on the web.
- + Provide creative ideas and concepts capable of beating any competitor of the region.
- + Ensure coherence, consistency and strength of the voice of the brand image and especially in the territories of each brand.
- + Work with the Planner and Account Manager to create low-cost activations that can go from the digital world to the real world and vice versa.

▶ **Global Integrity / Lead Researcher / Jan 2013 to Feb 2014**

**Washington D.C.** 🇺🇸 / **Bogota** 🇨🇴

- + Research and score the approximately 100 Web Index indicators for Colombia (2013) using our Web-based data entry tool (Indaba).
- + Write brief-supporting comments for each indicator to support the score choice, based on the references used.
- + Respond to queries on the submitted indicators as well as engage in any reasonably related research to revise the indicators deemed necessary by the Executive Director or a designated staff member of Global Integrity.
- + Follow the methodology guidelines provided by Global Integrity to examine and score the indicators.
- + Interview high government officers in Colombia, and research for public documents that give argumentative weight to every indicator.

▶ **General Dynamics Information tech / Journalist / Jan 2011 to Dec 2012**

**Bogota** 🇨🇴 / **Madrid** 🇪🇸

InfoSurHoy.com is a one-stop source of news and information about, and for, Latin America and the Caribbean. The US Southern Command (USSOUTHCOM) is the main sponsor. The mission of InfoSurHoy.com is to offer accurate, balanced and forward-looking coverage of developments in the region. Responsibilities as a journalist and official liaison in Bogotá included, but were not limited, to:

- + Research, writing, and editing articles covering current issues that affected or had an impact on the Colombian and Latin America agenda (i.e. justice, security, terrorism, human rights, civil society, among others)
- + Guarantee that the information provided in the articles presented by other colleagues came from reliable sources, which demanded extensive research and coordination among the team.
- + Maintain effective channels of communication with the main office even when work was done remotely and often while working in different time zones.

▶ **Fundación Telefonica/ Web & Social Media Editor (Consultant) / Feb 2012 to May 2012 / Madrid** 🇪🇸

- + Research, content development and web edition <http://www.educared.org>

▶ **Interamerican Development Bank / Web & Social Media Editor (Consultant) / Jun 2009 to Jan 2011 / Washington D.C.** 🇺🇸

The Inter-American Development Bank (IADB or IDB or BID) is the largest source of development financing for Latin America and the Caribbean. Responsibilities as a Web & Social Media Editor for the External Relations (EXR) department included:

- + Maintain the information workflow among the different language versions (English, Spanish, Portuguese, and French), which required coordination of web content changes with different editors.
- + Permanent feeding of Facebook, Twitter and other Social Media accounts with stories, videos, and activities developed or influencing the Bank's action plan. This involved the creation of social media strategies to engage the audience. One of the main goals achieved, as social media editor, was the increase of followers the Facebook account had under my leadership: from 500 to 15,000 in only one year.
- + Advertise the social media networks within the bank and among external potential partners using diverse marketing strategies to increase visibility for the IDB.
- + Summarize technical texts into short essays for easy comprehension of general audience. This required an in-depth analysis of the information in able to categorize the importance of the data presented.
- + Research, create, write, and edit texts for electronic-based communication platforms (CMS, Sharepoint, and WMS) including Search Engine Optimization (SEO) for the different products the Bank offers.

▶ **Satena Airline/ Free lance journalist / Nov 2008 to Nov 2010 / Bogota** 🇨🇴

- + Research, content development and web edition.

▶ **DC United/ Communications Intern / May 2009 to Jun 2009 Washington D.C.** 🇺🇸

- + Research, content development and web edition.

▶ **El Tiempo Newspaper/ Journalist and producer/ Jun 2007 to Nov 2008 / Bogota** 🇨🇴

Entertainment magazine with emphasis on Colombian culture owned and managed by Colombia's leading daily national newspaper. Main responsibilities included:

- + Research and writing articles targeted for a 30 years old audience (i.e., culture, music, films and leisure). Also, investigation of cases that could be later developed into chronicle.
- + Developed relationship with different partners, which ultimately resulted in commercial opportunities for the magazine.

## Education

🎓 Cornell University / Marketing Strategy/ Online Certificate -

🎓 Universidad Camilo Jose Cela / Master's in Corporate and Political Comms

🎓 Universidad Del Rosario / Journalism and Public Opinion

### Other Certificates

🎓 Scrum Alliance / Product Owner

🎓 International Center For Journalist / Data Journalism

🎓 International Center For Journalist / Personal Finance Journalism

## Languages

- + English
- + Spanish
- + German (Basic level B1 / Goethe Institute)
- + Portuguese (Basic Level 2 / Ibraco)

## Technical skills

Marketing Automation tools (Hubspot or similar), Google Analytics, Google Ads, SEO, SEM, Photoshop, Premiere, Adobe Creative Cloud, After effects, Adobe Experience Cloud, Double click, Advidi, HTML, ComScore, Asana, CMS, LinkedIn Sales Nav, Social Media ads.