

EDUCATION

Columbia Business School
Digital Marketing Certificate
Universidad Anáhuac México Sur
MBA
Universidad del Valle de México. México, D.F.
B.A. in Communication Science



LANGUAGE

English: advanced
French: basic

SKILLS

Marketing, Sales, Forecasting, Strategic Planning, Business Intelligence, Communication, Networking, Project Management.

EXPERIENCE

CEO and Founder
at Educonnect & Digital Crew marketing agencies
June 2019 - up to date

Educonnect is a digital marketing agency focused on designing strategies to help schools and universities grow their business and strengthen their brand awareness. Our solutions include lead generation strategies, inbound marketing, business intelligence, sales and lead conversion strategies.

Digital Crew designs marketing strategies for small – medium business around the world.
Regional Head of Marketing and Communications
at International Schools Partnership
May 2018 – August 2019

Main Activities:

- Design inbound & outbound strategies for lead generation.
- Strategic planning for growing schools' enrollments and brand awareness.
- Managing sales cycles for forecasting and measuring ROI.
- Supervise the implementation of strategies across 4 schools and 9 Campus.
- Manage the marketing teams across schools in the Region.
- Budget management.

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 www.digitalcrew.com.mx

 emmanuel@digitalcrew.com.mx

Regional Manager for Mexico and Central America
at Swiss Education Group
November 2016 - up to date

Main Activities:

- Build partnerships with leading Universities in Mexico and Central America for increasing student exchange and growth goals.
- Foster partnerships with Government and funding institutions.
- Analyze market trends and develop student recruitment channels for improving ROI.
- Strategic planning; KPI analysis, forecasting, pipeline management, marketing and sales.
- Build international sales network and increase productivity.
- Student recruitment; study fairs, school presentations, webinars, sales and branding events.

Regional Manager, Mexico
at EduCo
July 2016 – November 2016

Main Activities:

- Strategic planning and networking.
- Develop and broaden agent network.
- Plan for joint collaboration activities with agents (fairs, school visits, marketing campaigns)
- Marketing and branding
- Direct student recruitment
- Forecasting and budget management

Student Enrollment Adviser
at Study Group
December 2012 – June 2016.

Main Activities:

- Sales and Marketing in Latin America, US and Canada for the schools portfolio.
- Managing all brands of Study Group portfolio to generate brand awareness in the market.
- Lead generation through webinars and online events.
- Recruitment through indirect channels.
- Monthly forecasting.

International agreements and projects manager
at Center for Research and Advanced Studies of the National Polytechnic Institute, Mexico.
February 2008- December 2012.

Main activities:

- Sign Memorandums of Understanding with leading research institutions.
- Establish partnerships for promoting joint research projects.
- Coordinate meetings with foreign delegations.
- Coordinate workshops and seminars with international lecturers.
- Student recruitment.
- Participate in International Fairs, Workshops and events.
- Marketing and advertisement.
- Support in applying for research funds in Conacyt (National Council for Science and Technology), Mexico.