



JORGE RIOS GUTIERREZ

Bachelor Marketing Degree

Global Marketing Manager

PROFESSIONAL PROFILE

With over 20 years of marketing experience, I have a proven track record of developing and elevating diverse brands through strategic market alignment. My expertise includes BTL and ATL campaigns, event planning, digital marketing, eCommerce, and performance marketing. I have successfully utilized cutting-edge technologies such as the Metaverse, AI, and Web 3.0 to drive innovative marketing solutions.

INDUSTRIES

BPO

Technology

Sports & Event Marketing

Retail & eCommerce

Digital Marketing

Sports Nutrition and fitness

FUNCTIONAL EXPERIENCE

Marketing BTL & ATL

Event & Sport Marketing

Digital Marketing

eCommerce

AI, Metaverse & Web3.0

FUNCTIONAL COMPETENCIES

Sports Marketing Consultant

Marketplaces

Magento, Woocommerce

Marketing and sales Software

Sports & Event Marketing

Email marketing campaign

AWS

Prompt engineering

PROFESSIONAL EXPERIENCE

Global External Marketing Manager.
2022 –

Company
[*Teleperformance](#)

Collaborated with teams across Americas, Europe, Asia Pacific, and Middle East/Africa

Marketing Content for Strategic Partners

- Directed social media strategies and digital live events ([LinkedIn](#)), driving a 50% increase in follower growth, engagement rates and qualify leads
- Leveraged AI tools to boost content production efficiency and quality by 35%, supporting **B2B** content creation.
- Strategic Collaborations: Partnered with industry leaders such as Microsoft, AWS, Genesys, Central, and Grypp to develop impactful content, strengthening strategic relationships and broadening audience reach.

Metaverse Leader

- Communication Strategy: Led innovative [Metaverse](#) communication strategies, enhancing brand engagement by 25% and reaching an audience of 25K users.
- Web 3.0 Brand Positioning: Positioned the brand as a thought leader in Web 3.0, resulting in a 30% increase in industry recognition and social media coverage.
- Optimized a €1M budget, enhancing campaign efficiency.

Region Digital Strategy Lead

- Digital Strategy: Directed regional digital strategy with a \$1M budget, optimizing spend for maximum ROI.
- Campaign Management: Enhanced brand visibility by 40% and improved campaign performance by 45% on platforms such as Facebook and Google.
- Talent Acquisition: Increased regional staffing by 50% through effective recruitment strategies.
- CPA Reduction: Achieved a 60% reduction in CPA within the first six months through strategic optimizations.

Head of Digital Recruitment and Branding Strategy

- Website Development and Integration: Led integration of TP recruitment website with third-party platforms, automating processes to enhance efficiency.
- Chatbot and Funnel Co-Creation: Co-developed recruitment funnels and chatbots, increasing candidate engagement and conversion rates by 70%.
- Hiring Impact: Played a pivotal role in achieving 40% of hires in Mexico, aligning recruitment strategies with the organization's goals.

Sr Digital Marketing Manager NSR.
(Mexico, Guatemala, Salvador, Honduras, Dominican Rep, Costa Rica)
2021 – 2022

Company
[*Teleperformance](#)

Sr Digital Marketing Manager Mexico
2020 – 2021

Company
[*Teleperformance](#)

JORGE RIOS GUTIERREZ

Global External Marketing
Manager

EDUCATION & CERTIFICATIONS

Bachelor Marketing Degree
University of Guadalajara 2006

Google Ads Certificated
By Google

Facebook Ads
By Facebook

Learn to Metaverse
By AlmaMeta,xyz

HOBBIES / INTEREST

Running / Marathon
Reading & Audiobooks
Camping and nature

LANGUAGE SKILLS

Spanish
English

CONNECT

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CONTACT

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Monterrey, Mexico 

<https://mrjorgerios.xyz> 

PROFESSIONAL EXPERIENCE

Marketing consultant.
2018 – 2020

Relevant projects:

[Superhuman.mx](https://superhuman.mx)
21ksn.com
[Thesupplementstore.com.mx](https://thesupplementstore.com.mx)

Marketplaces
Massive events.

Company

mrjorgerios.xyz

- Marketplace Expansion: Established eCommerce presence on major platforms (Amazon, Claro Shop, Mercado Libre, Walmart, Elektra), driving sales and brand visibility.
- International Marketing Consultant: Advised international nutrition brands, achieving over \$2M in net sales through targeted marketing campaigns and market expansion initiatives.
- Event Industry Leadership: Directed comprehensive marketing campaigns in the event and running industry, attracting over 10K attendees per event and securing private investment.
- Collaborated with Federal Government and local entities nationwide to drive tourism and sports initiatives, resulting in a 30% increase in visitor arrivals and a \$5M MXN economic impact.

eCommerce Manager
2016 – 2018

Company

GNC Mexico
gnc.com.mx

E-commerce Strategy Manager

- Business Analysis and Price Strategy: Led GNC e-commerce launch and price strategy, achieving a 7% revenue share increase.
- Performance and Market Growth: Top 30 ranking in three months, rising to top 3 by late 2017, boosting market visibility.
- Vendor Co-branding: Executed successful co-branded campaigns, enhancing brand partnerships.
- Platform Integration: Orchestrated seamless integration with Oracle, Epicor, and Magento, optimizing operations.
- Multi-channel Marketing: Developed email, Facebook, and Google strategies, increasing 15% engagement and sales conversion.

Head of Marketing
2011 – 2016

Company

GNC Mexico
gnc.com.mx

Digital & Sports Marketing and CX Manager

- Social Media and Website Development: Launched and expanded social media channels (FB, TW, IG, YT) and developed an eCommerce website, boosting online engagement by 40%.
- CRM Strategy: Developed and implemented a CRM strategy based on EPICOR CRM, improving customer retention by 25%.
- Customer Experience Optimization: Led CX team, optimizing 800 services through CISCO software implementation, enhancing customer satisfaction by 30%.
- Campaign Efficiency: Reduced in-house mailing campaign costs by 70%, improving cost-effectiveness and ROI.
- GNC Mexico Sports Marketing: Creating a Running strategy which increased 30%+ store traffic over 9 months, improve Brand awareness, increase 20% avg sales ticket and gather over 10K runners in the 3 major cities of the country.