



## Passionate creative

Passionate about advertising creativity, visual production and music.

I enjoy the whole process of turning into messages and content the value proposition of products and in stories what brands have to say to be relevant to their audience. And twelve years ago I discovered that creativity embodied in digital strategies can generate a high impact.

## Omar Díaz Reyes Digital and Creative Marketeer

**Highly Qualified Professional**

**Last job: Imaginarium, Spain.**

Marketing Director Oct 2020 - Oct 2021.  
Chief Content Officer Jun 2019 - Oct 2020.



### Digital Marketeer

Specialist in digital strategies and content strategies since 2013.

#### Expertise

Content Marketing.  
Inbound Marketing.  
SEO, SEM, Ebussines, Email mkt.  
Data analysis.



### Studies

**Google Data Analysis Certification.**

Coursera. End of course March 2022.

**MBA Digital Marketing.**

Istituto Europeo di Design, Spain, 2013.

**Degree in Advertising and Public Relations.**

Universidad Veracruzana, Mexico, 2011.

## Experience

### **Marketing Director, Oct 2020 – Oct 2021 at Imaginarium.**

Responsible for communication and marketing strategy and actions, under the objective of increasing LTV, traffic and conversion in physical stores and e-Commerce for Spain, Portugal and Italy.

- Rebranding launch: style redesign, logo, storytelling, creative concept, slogan and multimedia campaign.
- Research, creation and development of Customer Journey for rethinking customer, product and strategy.
- Planning and monitoring of SEM, SEO, CRM, programmatic, e-mail Marketing and content campaigns in social media, blog and e-Commerce. In coordination with the CEO and Sales Director.
- Analysis and selection of products for calendar by commercial season (Christmas, Halloween, Summer) and emotional, focused on the important moments of parenting and motherhood.
- Transformation of e-Commerce website and blog: product re-categorization, SEO migration and interface redesign.
- Monitoring and optimization of e-Commerce KPIs: conversion rate, lead acquisition and cart abandonment. In addition to ROI and KPI's in marketing, communication and payment campaigns.
- Creation and innovation of MOMs (Mother Optimized Modules): physical capture and conversion points.

### **Chief Content Officer, Jun 2019 – Oct 2020 at Imaginarium.**

Strategy generation, creative concept and execution supervision of multimedia content for website, social networks and blog, seeking to increase the reach and interaction of top products for Spain, Portugal, Greece, Italy and Mexico.

- Analysis of top products in sales for the creation of concept and creative content by commercial season (Halloween, Christmas, Carnival) in each country.
- Generation of value proposition, storytelling, style and brand tone of the campaign.
- Creation of script, song and music for Christmas, Three Kings and COVID19 campaigns.
- Content optimization by keywords; projection and monitoring of investments, ROI and KPI's in Social Ads.

### **Digital and Creative Director 2014 – 2019 at AO Creativo, digital agency.**

Founder and responsible for advertising creative, digital multimedia content and paid campaigns in social media and SEM with the goal of increasing reach, interaction and conversion for local and national companies, artists and brands and in collaboration with Flevent and Wokie agencies for their clients in Costa Rica.

- Creative Director: storytelling, concept and transmedia advertising creativity.
- Digital Director: Creation of strategic plan and digital content in social networks and paid campaigns.

### **Digital Marketing teacher, speaker and consultant 2013 - 2019.**

Creator of Digital Marketing training programs at university and postgraduate level.

- International consultant: Espacio Oculto, Madrid; Flevent and Wokie, Costa Rica; Imaginarium, Spain.
- Digital Marketing Master for Artists at Instituto Universitario de Arte y Cultura Realía, Mexico.
- Master of Digital Marketing in Masters of Communication, Marketing and Public Image; Universidad Veracruzana and Universidad de Xalapa, Mexico.
- Trainer of students, entrepreneurs and artists through courses in Marketing and Social Media Ads.



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Digital and Creative Marketeer

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**Songwriter and founder of the band Bolina sin Parné 2009 - 2022.**  
Songwriter, voice, guitar and frontman.

- 3 albums and 3 singles released on Spotify.

### Personal information

Omar Díaz Reyes.

April 15, 1986.

Mexican.

Country of residence: Spain.

City: Zaragoza.

Immediate availability for change of address.

Mobile: +34642865201

Highly Qualified Professional.

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### Skills

- Creative resilience: generation, flexibility and change of ideas to achieve objectives.
- Commitment, motivation and involvement with creative execution teams.
- Concrete and assertive presentation of ideas and projects.
- Analysis of problems and implementation of creative methodologies for their resolution.
- Deductive thinking based on information in broad and complex situations.
- Song writing and emotional messages.
- Creation of empathetic and respectful relationships.

### Platforms and tools

Facebook Ads / Google Adwords /  
Google Analytics / Google Tag Manager/  
Sendinblue / Salesforce / Wordpress / Bizagi/  
Adobe: Photoshop, Illustrator, Premier / Magento 2

### Sectors

Retail / Toys and maternity /  
Construction / Music, art and culture /  
Food / Education

### Languages

Native Spanish.  
Fluent English.

## Companies and projects most remarkable



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