



# – MARIO CASTELLANOS –

Chief Marketing Officer | Creative | Crafting and Positioning Brands for 20 Years  
International Experience | 4 Industries | 5 Multicultural Teams | 600% Revenue Growth in 3 Years

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I am a consumer-insights approach and data-driven Creative Strategist with a track record in digital marketing, branding, design, and storytelling. I create, implement and measure innovative and impactful campaigns in Fashion, FMCG, Retail, Consumer Products, Food & Beverage, and other industries on B2B and B2C global markets.

## PROFESSIONAL EXPERIENCE

### COLLECTIV US - Mexico City, Mexico • Chief Marketing Officer | Founder

06/2019 - 02/2022

After identifying the business opportunity in Mexico, I co-created an agency to provide commercial distribution, creative solutions and brand positioning for fashion and sportswear brands. A unique offer in the country. Using my global and local expertise, we closed negotiations with American and national brands to develop marketing, retail and e-commerce initiatives.

- **Research:** Analyzed the market finding business opportunities for 3 brands (Volcom, Columbia, Sportico).
- Led the development and implementation of 2 e-commerce pages and their eventual digital strategy.
- **Entrepreneurial:** Founded and created the company's Creative Strategy, Business Model, Branding and Creative Concept.
- Led a cross functional in-house marketing team of 5 marketing professionals.
- Designed annual marketing strategies including Retail, Digital, Events, Public Relations, and defined kpi for 3 brands.

### FWIP - London, England • Chief Creative Officer

10/2018 - 01/2020

When it was a blank canvas, I joined the brand and delivered my creative vision and marketing strategy, creating its foundation; Look & Feel, Tone of Voice and Messaging across multiple channels at B2B and B2C brand touch-points. Communicating best-in-class products, the mission and values uniquely, creatively, and in a memorable and empowering way.

- Led external creative teams to develop Content Creation used in 4 countries (England, Germany, Sweden and Ireland).
- **Team-Building:** Hired and built a multinational high performance creative in-house marketing team of 6 marketing specialists.
- Defined the B2B and B2C strategies, creative ideas and executions based on data and analytics.
- **Innovation:** Created 3 core documents: Brand Architecture, Brand Book and the Brand's Big Idea.
- Established Point Of Sale; from idea to execution for 50+ retail spaces, and client acquisition strategies.

### CYBEX - Bayreuth, Germany • Senior Manager International Marketing

08/2017 - 01/2018

Quickly immersed, understood the specifics of the European working environment. As a result, I improved internal area processes and communication. Designed structures for the subsequent marketing campaigns, balancing the global and local demands. Proposed ideas for international campaigns focusing on the brand promise communicating the core brand values.

- Marketing Planning, Communications and Media Relations for international and local brand executions.
- Allocated marketing budget for Mexico, Brazil, Argentina, Chile, Colombia, and Panama.
- **Transformation:** Improved 40% of the marketing team productivity by simplifying the internal operations.
- Managed Brand Governance and Architecture over Latin-American region, aligning the brand's message.
- **Confidence:** Managing global projects and teams as well as diverse stakeholders groups in an agile way.

## TAVISTOCK GROUP - Mexico City, Mexico • Creative Director

04/2012 - 06/2016

After great success at my previous position for Supra Footwear, I got internally promoted to this position. I worked on strategic and creative solutions for all group brands and hired an in-house marketing team and studio, covering HR, Digital, Design, Visual Merchandising, Content Creation, and Social Media, achieving 30% revenue growth thanks to disruptive campaigns.

- Achieved 30% revenue growth in the first two years for 10 brands through strategic creative solutions.
- **Administration:** Managed €10M+ annual marketing budget, monitoring the Return On Investment.
- **Leadership:** Hired, managed and nurtured an in-house team of 10+ specialists and 40+ external people.
- Generated high engagement in social media through Storytelling and Content Strategies.
- **Execution:** Gained 1M+ followers on Facebook, 100K+ on Instagram, 100+ videos and 3K+ followers on YouTube.

## SUPRA FOOTWEAR - Mexico City, Mexico • Brand Manager

08/2010 - 04/2012

I built Supra's brand strategy in Mexico from scratch, from consumer and market research to the launch of the first retail store in Latin America and boosted social media presence, positioning it as an aspirational lifestyle streetwear brand. Created a cultural and sports local team to produce local content and gain credibility. My work became the global benchmark.

- **Strategy:** I converted the brand from a niche into a massive consumer brand without losing brand credibility.
- **Sales:** Achieved 600% Revenue Growth through creative strategies with a limited marketing budget in 3 years.
- Coordinated consumer and market research to define Brand Segments and open the first store in Latin America.
- **Growth:** Developed a fast-spread strategy for covering 250+ points of sale within the 5 top national retail chains.
- **Results:** Achieved an average of 800% ROI in media for every brand campaign.

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## EDUCATION

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**MBA** | Master of Digital Business | **IEBS** | Spain

01/2016 - 01/2017

**DIPLOMA** | Story Telling | **Claustro Sor Juana** | Mexico

03/2009 - 06/2010

**BA** | Bachelor of Graphic Design | **UNITEC** | Mexico

06/2002 - 06/2006

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## SKILLS / INTERESTS / MISCELLANEOUS

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Spanish **Native** | English **C1 IELTS**

World Explorer | **42 Countries**

Amateur Photographer | **Art Lover**

**Proficient in:** Illustrator | Photoshop | Premiere | Keynote

**Skills:** Creative | Strategic | Leader | Design Thinking | Storyteller | Collaborative | Consultative | Globally Minded

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## PORTFOLIO

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