

José Rodrigo Saltó Sáenz

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SUMMARY

Marketing & Advertising expert, with more than 10 years of experience transforming brands like Uber, Cartoon Network, BBVA, American Express, GMB, Kimberly Clark, WWF and CHUBB through creative, customer-focused strategies. Over a thousand campaigns later, and more than 200 brands telling a new story all over the world, I'm more than passionate about challenging the status quo of brands and industries, building fearless teams in the process.

EXPERIENCE

Regional UX Creative Writer/ producer Chubb Insurance

August 2022 - Present, México

- Co-design with customers and colleagues new service models and value propositions, defining how agile teams can re-organize themselves to deliver to achieve benefits.
- Research into actionable insights transforming them into human-centered strategies and content
- Mapped the service experiences of users and defined how organizations need to change, what and how they deliver so it's more effective
- Define the voice and tone of the brand and generate client centric content based on the new brand personality
- Omnichannel Brand Storytelling

Sr. Brand Manager Konká Neurobranding

Sept 2018 - August 2022, México

- Develop the 2021 strategy For Evenflo LATAM (Baby feeding and care product by Kimberly Clark) boosting sales over 37%.
- Lead the Change Management initiative at BBVA achieving our goals through a new internal communication campaign.
- Surpass WWF digital campaign KPIs in only 2 weeks (4 million interactions in 3 months' forecast, 5 million interactions in only 2 weeks and 55 million interactions in the 3-month campaign span).
- Lead a multi-skilled team (design, copywriting, community managers and brand intelligence), generating strategies, ideas, and campaigns for exclusive brands like WWF, Kimberly Clark, Energy Fitness, and a dozen more.

Creative Producer Cartoon Network

June 2014 - September 2018, México

- Developed, supervised, and analyzed the content of all communication material for the CN brand (Cartoon Network) for Mexico.
- Led digital and technological innovation through new original multi-platform stunts for the CN LATAM roster, consistently boosting our ratings on a 13% monthly average
- Refreshed the Cine Cartoon stunt, with a 23% audience boost, through bolder ideas.
- Led the Creative Direction of the "Adventure Time" and "Regular Show" finale stunts. 36% audience boost.

Creative Quality Manager Genomma Lab International

May 2011 - November 2013, México

- Optimized and curated the scripts and content for brands like Suerox, Jockey Club, Genoprazol, and 100+ brands.
- Researched pharmaceutical and legal updates for better advertising campaigns.
- Led the Creative Direction of the production and post-production of over 50 TV spots.

CONSULTING

Branding & Marketing Consulting

2014 - Present

Coached brands like UNITEC, Dr. Scholl's, BBVA, IKUSI, American Express, Reino Animal, WWF (World Wildlife Fund for Nature), Señor Frog's, Osram, Uber, Walfort International, Grupo Modelo, helping them develop brand stories, DNA, unique selling propositions and change management strategies.

EDUCATION

Master of Business Administration

Minor in Marketing • Universidad Tecnológica de México (UNITEC) • México • 2019 • 9.8/10

Bachelor of Communications

Minor in Advertising • Universidad Anáhuac México Norte • México • 2011 • 9.3/10

CERTIFICATIONS

New Business Marketing

Universidad Tecnológica de México • 2017

Certified in the application of marketing solutions for start-ups and new up and coming businesses

PUBLICATIONS

- **El Publirock** <https://amzn.to/3A9bnMj>
- **Los Reyes Inmortales: El Tormento Del Amanecer** <https://amzn.to/2Zr85DV>
- **Digital Dreams** <https://amzn.to/32kgcEe>
- **Babilon** <https://amzn.to/2WeOo07>

SKILLS

Digital Marketing, Advertising, E-commerce, Business services, Survey research services, Creative Copywriting, Team Building, Idea testing & deployment, Client-Vendor relationship, stakeholder's management, Media relations, out of the box solutions, Market research, Creative Direction, Client focus, multi-channel strategies, **English Professional Proficiency, Portuguese Advanced Proficiency, Native Spanish Speaker**, Brand Management