

Luján De Felice

Senior Marketing Strategist | AI-Driven Marketing & Automation Specialist | B2B & B2C

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PROFESSIONAL PROFILE

Senior Marketing Strategist with 10+ years of B2B and B2C experience, specialising in AI-driven marketing, automation, and brand awareness campaigns across energy, SaaS, fintech, health tech, and social impact sectors. Based in Melbourne, I have a proven track record of delivering measurable results — from a 50% increase in content production efficiency to managing campaigns generating AUD 900,000 in potential business opportunities. I bridge deep marketing expertise with hands-on AI tool proficiency (ChatGPT, Gemini) and a unique ability to connect Australian organisations with Latin American markets.

EDUCATION AND QUALIFICATIONS

- **DEVELOPING AI STRATEGY:** [RMIT UNIVERSITY](#) - AUSTRALIA 2023
- **CONTENT MARKETING AND SEO FUNDAMENTALS:** [SEMRUSH ACADEMY](#) - AUSTRALIA 2022
- **FIGMA TRAINING COURSE:** SAAS DESIGN - AUSTRALIA 2021
- **DIGITAL MARKETING ELEVATE:** | [ACADEMY XI](#) - AUSTRALIA 2021
- **SOCIAL MEDIA MASTERCLASS | 42 COURSES** - UNITED KINGDOM 2021
- **BEHAVIOURAL ECONOMICS | 42 COURSES** - UNITED KINGDOM 2021

PROFESSIONAL SKILLS

- Conceptual and strategic thinking
- Creative thinker who approaches every challenge with originality and a fresh perspective
- Great team player with strategic vision
- Reporting, analytics and data analysis
- Video editing for mobile marketing
- Customer service oriented
- Project management
- Leading and managing marketing teams
- Translating complex research into actionable insights
- Relationship management and stakeholder engagement
- Data visualisation and presentation skills

TECHNICAL SKILLS

Project Management: Google Workspace | Microsoft Office 365 | ClickUp | Notion | Monday | Asana | Microsoft Teams

Video Production: CapCut | Lumen5 | YouTube | Synthesia | Descript | HeyGen | Adobe Premiere Rush |

Artificial Intelligence: ChatGPT | Gemini | Claude | Perplexity AI | Midjourney | Runway | Luma AI | Higgiesfield | Replit | Lovable | LLM Fundamentals

Paid Media: Meta Ads | LinkedIn Ads | TikTok Ads | Google Ads

Marketing Automation: HubSpot | Mailchimp | Zapier | Make | Zoho CRM | Salesforce CRM | ActiveCampaign

Website & SEO: WordPress | Shopify | WooCommerce | SEMrush | Ubersuggest

Data Management: Databox | Looker | Power BI | Excel

Social Media Management: Meta Business Suite | Metricool | Buffer | Planable | Loomly | Simplified | Repurpost

Digital Design: Canva | Figma | Adobe Illustrator

CORE COMPETENCIES

- AI Prompt Engineering & Marketing Automation | B2B Demand Generation | Marketing Technology (MarTech) | CRM Strategy & Optimisation | Paid Media Strategy (Meta, LinkedIn, Google) | Content Operations & Strategy | Video Marketing Production | Data Analytics & Reporting | Campaign Management | Change Management | Stakeholder Engagement | Cross-cultural Communication | Brand Strategy | Event Marketing | Creative Thinking

LANGUAGES

- Spanish: Native
- English: Full Professional Proficiency.

EMPLOYMENT HISTORY

AI-DRIVEN MARKETING SPECIALIST (FREELANCE)

Australia Latin America Business Council (ALABC) | Events & Strategic Marketing | April 2025 – Currently

Leading end-to-end marketing, communications, and event strategy for ALABC on a project-based basis, going well beyond a traditional marketing remit to drive the commercial and operational foundations of the organisation's flagship event.

Achievements:

- Designed the event pitch, developed marketing strategies and program outlines, and produced ticket sales forecasts to guide commercial planning.
- Consolidated the full event budget and drafted a cash flow plan to support sound financial decision-making.
- Sourced, negotiated, and managed 40+ supplier relationships while conducting venue visits to ensure quality outcomes within budget.
- Developed comprehensive marketing strategies, plans, and program outlines to drive awareness, engagement, and ticket sales.
- Produced ticket sales forecasts to guide commercial planning and stakeholder discussions.

AI-DRIVEN MARKETING SPECIALIST (FREELANCE)

Taram Blend Marketing Agency | Digital Marketing | May 2025 – Currently.

I help small businesses unlock the power of AI to elevate their marketing strategies and streamline operations. By combining deep marketing expertise with emerging AI tools, I uncover opportunities to boost efficiency, accelerate content creation, and launch campaigns that truly connect.

Achievements:

- Partnered with ALABC, a prestigious organisation fostering Australia–Latin America relations since 1989, to successfully position their brand at IMARC, one of Australia's leading mining events in Sydney.
- Led a paid media campaign for the Government of Chile to promote a traditional product in Australia for the first time, achieving exceptional reach and engagement.
- Supported multiple small businesses in creating lean, AI-powered content strategies—developing business plans, marketing frameworks, and efficient content calendars that drive results with minimal resources.

MARKETING STRATEGIST & KEY ACCOUNT MANAGER

Mo Works Agency | October 2022 – April 2024

Based in Melbourne and Adelaide, Mo Works Agency is a creative agency that provides a comprehensive suite of services. Their experienced team, representing diverse cultures, excels in web design, branding creation, strategic communication, and digital solutions.

Achievements:

- Identified and secured strategic partnerships across the sustainable energy and construction sectors, negotiating commercially beneficial agreements that expanded the agency's client portfolio.
- Developed and executed integrated B2B and B2C marketing strategies for brands in the sustainable and renewable energy sector, driving brand awareness and generating qualified leads across Australian markets.
- Designed and led the agency's AI adoption change management program, integrating AI tools across workflows and enabling a 50% increase in content production efficiency without additional headcount.
- Develop and successfully implement the marketing strategy campaign for one of the biggest energy companies in Australia, helping them achieve 202% of the lead goal.
- Leading the development of internal customGPT, reducing required content creation, enabling a 50% increase in content production efficiency.
- Delivered a comprehensive market research project for a major Australian energy organisation, translating data insights into actionable marketing strategies that enhanced customer engagement and supported business growth objectives.

REFEREES

References will be provided upon request.