

# Luján De Felice

Senior Marketing Strategist | B2B2C Marketing Expert | Passionate about AI & Automation | Former Entrepreneur | Lifelong Learner



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## PROFESSIONAL PROFILE

With over ten years of experience in both B2B and B2C marketing, I am a proactive thinker and hands-on professional with a proven track record of success. My background spans various industries, including energy, health tech, construction, retail, automotive, social impact, political marketing, fintech, SaaS, and startups. I am enthusiastic about AI-driven initiatives and digital transformation with a human-centric approach and excel in improving workflows, identifying opportunities, and building connections. As a curious and continuous learner with a deep interest in technology, I bring a diverse skill set to any project, with expertise in content, email, growth, and event marketing. I am eager to contribute my critical thinking, creativity, and teamwork skills to shape the future of AI and its impact on society.

## EDUCATION AND QUALIFICATIONS

- **GOOGLE DATA ANALYTIC PROFESSIONAL CERTIFICATE** : GOOGLE ACADEMY | AUSTRALIA 2024 - ONGOING
- **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
- **MY FIRST SHOPIFY STORE** - LINKEDIN LEARNING PLATFORM 2020
- **FACEBOOK PLANNER** - [DIMA MARKETING ACADEMY](#) | PARAGUAY 2019
- **CONCEPTUALIZATION & ADVERTISING CREATIVITY** - LA GUAPA CREATIVITY ACADEMY | PARAGUAY 2016
- **ACCOUNTING BACHELOR SCHOOL** | MARÍA AUXILIADORA COLLEGE | PARAGUAY 2005

### GUEST WEBINAR ON:

- **HOW TO APPLY AI IN RECRUITMENT** | [GROW SOLUTIONS PARAGUAY](#) 2023
- **DIGITAL MARKETING WITH LOW BUDGET** | [ENTREPRENEUR'S ASSOCIATION OF PARAGUAY](#) 2020
- **SOCIAL MEDIA FOR ENTREPRENEURS** | MARGARITA VALL RIQUELME | 2020
- **THE IMPORTANCE OF PERSONAL MARKETING** | [COLUMBIA UNIVERSITY](#) | PARAGUAY 2020

## TECHNICAL SKILLS

### PROJECT MANAGEMENT:

★★★★★ Google Workspace  
★★★★☆ Microsoft Office 360  
★★★★☆ ClickUp  
★★★★☆ Monday.com  
★★★★☆ Notion  
★★★★☆ Asana  
★★★★☆ Teams

### VIDEO PRODUCTION:

★★★★★ Adobe Rush Premiere  
★★★★★ CapCut  
★★★★☆ Lumen5  
★★★★☆ Youtube  
★★★★☆ Synthesia.io  
★★★★☆ HappyScribe  
★★★★☆ Descript  
★★★★☆ HeyGen AI

### DESIGN:

★★★★★ Canva  
★★★☆☆ Adobe Illustrator  
★★★★☆ Figma  
★★★★☆ Adobe Photoshop

### ARTIFICIAL INTELLIGENCE:

★★★★☆ Prompt Engineering (ChatGPT)  
★★★★☆ Perplexity AI  
★★★☆☆ Understanding of LLMs

### MARKETING AUTOMATION

★★★★☆ Hubspot  
★★★★☆ Zoho CRM  
★★★☆☆ Salesforce CRM  
★★★★☆ Mailchimp  
★★★★☆ ActiveCampaign  
★★★★☆ Zapier  
★★★★☆ Make

### WEBSITE:

★★★★☆ Wordpress  
★★★★☆ SEMRush  
★★★★☆ Shopify  
★★★★☆ Ubersuggest  
★★★★☆ Woo-commerce

### DATA MANAGEMENT

★★★★☆ Databox  
★★★★☆ Looker  
★★★★☆ PowerBI  
★★★★☆ Data Cleaning (Excel)

### SOCIAL MEDIA MANAGEMENT:

★★★★★ Meta Business Suite  
★★★★★ Metricool  
★★★★☆ Simplified  
★★★★☆ Buffer  
★★★★☆ Planable  
★★★★☆ Loomly  
★★★★☆ Repurpost

### COLLABORATIVE WORK:

★★★★☆ Slack  
★★★★☆ Loom (Video)  
★★★★☆ Trello

### PAID MEDIA ADS

★★★★☆ Meta Ads  
★★★★☆ LinkedIn Ads  
★★★★☆ TikTok Ads  
★★★☆☆ Google Ads

## PROFESSIONAL SKILLS

- Great team player with strategic vision
- Reporting, analytics, and data analysis skills
- Writing and content creation
- Customer service oriented
- Project management
- Digital marketing management
- Translating complex research into actionable insights
- Team management and leadership
- Relationship management
- Stakeholder engagement
- Conceptual and strategic thinking
- Client interaction and stakeholder engagement
- Change management
- Data visualization and presentation skills

## CORE COMPETENCIES

- Creative Thinking: Generating unique, brand-aligned ideas based on data and human knowledge behaviour
- Technological Innovation: Understanding and leveraging emerging technologies.
- Constructive Collaboration: Providing and receiving feedback effectively.
- Continuous Growth: Demonstrating a commitment to personal and professional development.
- Empowering Leadership: Inspiring and motivating teams through clear communication and valuable insights.
- Insightful Analysis: Conducting research and data analysis to generate actionable insights.
- Strategic Innovation: Translating research findings into innovative ideas and solutions.
- Resourceful Management: Effectively managing budgets and resources.
- Collaborative Catalyst: Fostering a culture of innovation and teamwork.
- Adaptable Technologist: Embracing and utilizing new technologies to enhance efficiency and drive progress.

## LANGUAGES

- Spanish: Native
- English: Full Professional Proficiency.

## EMPLOYMENT HISTORY

### 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:

- Identify and seize partnership opportunities, collaborate effectively with stakeholders, and negotiate mutually beneficial agreements.
- Develop strategic marketing plans for brands B2B and B2C industry, specially in the sustainable and renewable energy field.
- Develop and execute the new change management process to adopt artificial intelligence and automation into the business.
- 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, an innovative tool that can dramatically reduce the time required for content creation, enabling a 50% increase in content production efficiency.
- Develop and execute a comprehensive market research project for a prominent energy organisation, with the aim of translating the resultant insights into actionable marketing strategies that drive business growth and enhance customer engagement.

## MARKETING AND SALES MANAGER

### [Xrosswork Ltd](#) | SaaS AI-powered solution | Apr 2021 – Jun 2022

A SaaS solution utilizing AI connects individuals' skills to organisations' requirements. Established in 2014, the company serves organisations with over 10,000 employees.

#### Achievements:

- Developed a strategic social media plan for the brand to obtain brand awareness.
- Assisted in the sales process by designing collaterals, including website, brochure and case studies.
- Managed the production of various content formats: Social Media Post, Video Tutorials on How to use the Software, Video Marketing, Blogging, and Website.

## STARTUP FOUNDER

### [Taram Blend Marketing Agency](#) | Events and Brand Experiences | May 2014 – Currently. (Continue as a Board Member)

A boutique agency specialising in event and digital marketing, offering services based on commitment, passion and expertise to make things happen. Recognised by his clients for being a trustworthy supplier and passionate team.

#### Achievements:

- Provided experiential marketing services and Trade Marketing activations for **Shell Lubricants Paraguay** for over eight years, which helped the brand become the market leader.
- Planned, designed, and coordinated the branding for the [Fintech Day Paraguay](#), which resulted in more than 4 brands becoming sponsors (USD 25,000) and generating USD 5,700,000 in potential business opportunities.
- Developed the tactical social media plan for Prudence (a product of [DKT International](#)) and helped the brand to be recognised among the three most important common brands in Paraguay.
- Helping Ya Cobro (The first Fintech in Paraguay) and Plan 3D (Real Estate Consultant in Spain) to leverage their brand image and support their sales process by improving their websites based on best practices of User Experiences (UX).
- Developed and managed the execution team for **Food Bank Paraguay's** food collection campaign in 2021, resulting in a 90% success rate.
- Managing events for brands such as Mercedes Benz, Milka, Miller, and Ipanema, and helping them to generate positive customer experiences.

## TRADE MARKETING CONSULTANT

### Manpower Group Paraguay | Recruitment | Sep 2018 – Dec 2018

#### Achievements:

- Restructuring and upskilling workforces during change management initiatives
- Enhancing trade marketing efficiency through a comprehensive workflow re-design process
- Playing a crucial role in supporting the organisation's efforts to manage and enhance customer experiences.

## CREATIVE PRODUCTION AND ACCOUNTS DIRECTOR

### [Biedermann McCann](#) | Advertising Agency | Jun 2014 – August 2024

With over three decades of experience working for the most prominent brands in Paraguay, the advertising agency is proudly associated with McCANN WORLDGROUP.

#### Achievements:

- Actively participated in developing creative campaigns for MasterCard, Vision Bank, Nestlé, and other local and international companies.
- Promoted smooth and productive communication between the Client and the creative team by facilitating an open dialogue, ensuring mutual understanding, and fostering effective collaboration, leading to clear and concise agreements
- Enhanced departmental efficiency and effectiveness by streamlining the workflow, resulting in the timely execution of tactical tasks and the development of strategic high-impact initiatives. This proactive approach led to recognition as one of the most proactive team members.

## VOLUNTEERING

### AUSTRALIA LATAM EMERGING LEADERS DIALOGUE (ALELD) | DIRECTOR OF COMMUNICATIONS | AUSTRALIA 2023

ALELD is a not-for-profit organisation that strengthens relationships between Australia and Latin America through a collaborative, interdisciplinary team in alliance with other stakeholders.

#### **Achievements:**

- Develop a strategic communication plan aligned with the organization's core values and objectives
- Establish and implement the organisation's communications pillars and create consistent and engaging content on a monthly basis.
- Developed a methodology to generate content calendars to enhance team productivity.
- Planning and Conducting Interviews with Former Paraguayan Minister and Panamanian Ambassador to Australia.
- Leading the team of 05 volunteer members in the Communication department.

## REFEREES

References will be provided upon request.