



Nayeli Marín

SENIOR MARKETING MANAGER

Profile

Over fifteen years of experience in B2B and B2C brand strategy, with a strong track record in omnichannel communication, UX/CX, and digital content. Focused on improving KPIs and achieving business objectives through impactful storytelling, cohesive brand execution, and data-informed decisions. Proven expertise in international product launches and large-scale events such as F1, ATP, pro football, and music festivals (65,000+ attendees). Experience co-working with global brands like Apple, Coca-Cola, ESPN, BBVA, Samsung, and América Móvil. Applies emerging technologies such as AI and VR to foster innovation and sustainability, while ensuring smart and efficient budget use. Builds collaborative, results-driven teams and develops brand strategies with cultural relevance and global perspective.

PROFESSIONAL EXPERIENCE

Brand & Business Strategy Manager, External Advisor, Madrid/Sevilla

OCTOBER 2024 – PRESENT

Design and execution of brand and business development strategies, with a focus on positioning, digital communication, and the use of AI tools. Committed to creating meaningful connections with key audiences and enhancing UX to drive measurable results and sustainable growth.

Senior Brand and Content Manager, Telcel, Mexico City

MARCH 2015 – OCTOBER 2024

After five years as Brand Manager, she was promoted to Senior Brand and Content Manager. Led brand and commercial communication for Telcel across 9 regions and 1,000+ retail and trade locations, driving growth and supporting business goals. Managed monthly content for 14+ products on social media, achieving above-benchmark results in reach and engagement through organic campaigns. Worked with global brands like Apple, WWF, and RED, and led activations in ATP, F1, marathons, and music festivals. Under her leadership, Telcel exceeded 70% market share and was repeatedly named Mexico's most valuable brand by Kantar BrandZ.

Account Director, TERAN/TBWA, Mexico City

APRIL 2013 – AUGUST 2014

Responsible for the high-profile customer service team and strategy, working with teams of 30+ people. Managed key projects for Nextel (now AT&T) and the NGO Un Kilo de Ayuda, developing fundraising campaigns with partner companies that redefined category communication and exceeded KPIs. Handled the strategic and operational relationship with Apple, driving joint initiatives that strengthened brand positioning and supported commercial objectives.

Account Director, La Doblevida, CDMX

OCTOBER 2010 – MARCH 2013

Started as Account Supervisor and promoted to Account Director within one year, leading the Telcel account. Responsible for planning and guiding the creative development of advertising campaigns, driving growth in brand KPIs. Also coordinated internal processes for brands like Coca-Cola and Pernod Ricard. Part of the team awarded a Cannes Lions for the Scribe notebooks campaign.

Details

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Spain

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DATE OF BIRTH

January 10, 1982

Links

[Linkedin](#)

[Instagram](#)

Skills

Strategic Brand Builder

Trend-driven mindset

Social Media Content Strategy

Goal-oriented and results-driven

Innovation and creativity

Cross-functional team leadership

Retail-focused consumer influence

Problem-solving skills

Strong project management skills

Languages

English

Tools & Platforms

Generative AI (ChatGPT, DeepSeek), Adobe Creative Suite, Canva, GA4, Meta Ads, and Salesforce.

Account Executive, BBDO, CDMX

FEBRUARY 2008 — SEPTEMBER 2010

Managed the Bayer analgesics and anti-inflammatory products account within an advertising agency, leading creative campaigns, including the successful launch of Flanax Caps. Collaborated with internal teams and clients to ensure alignment with marketing objectives and brand guidelines.

Education

Marketing and Advertising Professional, Centro de Estudios en Ciencias de la Comunicación, Mexico City

AUGUST 2004 — SEPTEMBER 2008