



Leonardo Toro Trujillo

Marketing and Graphic Designer Specialist

Portfolio: SoyLeoToro.com

PROFILE

Experienced bilingual digital marketing specialist with 8 years of success driving brand growth and recognition. Most recently Marketing Manager and Graphic Designer Specialist at MyCarrierPortal, collaborating with the director on campaigns, webinars, website design, among others. Proficient in Adobe Suite, WordPress, WIX, and social media management, with proven expertise in Google ads, Meta ads, and analytics tools. Over 4 years of experience as a professional photographer. Skilled in creating successful marketing videos with professional footage and motion graphics through After Effects. I'm a strong relationship builder and collaborative team player, seeking a role within the Marketing Team to drive impactful strategies and results. My diverse skill set allows me to excel in various marketing roles, where I can add value and adapt to the team's needs.

CONTACT



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C.C 1.014.274.654 Bogotá.



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28 Yo.



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ltorotrujillo@gmail.com



Calle 36 #45-86
Palmira, Valle del Cauca

LANGUAGES

SPANISH

ENGLISH

SKILLS

ILLUSTRATOR

PHOTOSHOP

AFTER EFFECTS

WORDPRESS

LIGHTROOM

INDESIGN

EDUCATION

25 of July 2020 - 28 of August 2020

Certificate program - Management for Service Companies.

18 of April 2020 - 22 of May 2020

Certificate program - Digital Marketing Strategies.

Seminole State College of Florida - Orlando - U.S.A

August 2014 - April 2018 - Associate of science.

Associate of Science, Digital Design. - SSC of FL.
(Magna Cum Laude = Graduated with honors)

August 2016 - April 2018 - Technical certificate.

Technical Certificate, Digital Media:
Graphic Design Production. - SSC of FL.

August 2014 - December 2017 - Technical certificate.

Technical Certificate, Digital and
Interactive Media Design. - SSC of FL.
(Summa Cum Laude = Graduated with honors)

August 2016 - April 2018 - Technical certificate.

Technical Certificate, Graphic Design Support.
- SSC of FL. - (Magna Cum Laude = Graduated with
honors)

WORK REF.



Meg Boaz
MyCarrierPortal -
Director of Business
Development



+1 314 775 4486



Hector Fabio Ramirez
HJA S.A.S - CEO.



+57 318 707 7362



Simon Cortes
Cevimed Inc - CEO



+1 407 562 6312



Sean McGillicuddy
Tai Software - VP of Sales



+1 949 275 2384

PERSONAL REF.



Heliodoro Toro Guayara
Dafuturo S.A.S.
CEO



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Adriana Maria Reyes
Registradora Municipio
de Palmira



+57 300 600 9326

SOCIAL MEDIA

Instagram

@leotoro

@soyleotoro

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EXPERIENCE

January 2024 - Today

MyCarrierPortal - Marketing Manager
United States

I developed and executed marketing strategies to enhance brand reach while collaborating on engaging graphics for webinars, social media, and print materials. Additionally, I created captivating motion graphics and informative video tutorials to educate customers.

Manager: Meg Boaz (Director of Business Development)

June 2021 - December 2023

Tai Software - Graphic Designer Specialist
California - United States

Create engaging graphics for webinars, social media, and print materials. Develop motion graphics to support sales efforts and produce video tutorials for customer education. Lead endo-marketing campaigns by designing and executing graphical elements for internal communication.

Manager: Sean McGillicuddy (VP of Sales)

March 2019 - June 2021

HJA S.A.S - La Estrella - Marketing Director
Medellín, Colombia

Develop and execute short and long-term marketing strategies to enhance brand reach. Oversee external marketing companies and guide design apprentices to ensure brand consistency. Manage Google Ads campaigns, track performance, and optimize results. Capture product photos, design print materials, and collaborate with teams on product guides. Ensure the website stays up-to-date and create engaging content for the company blog.

Manager: Hector Fabio Ramirez (CEO)

August 2016 - November 2018

Cevi Med Medical Equipment and Supplies
Orange City - Estados Unidos - Graphic Designer

Coordinate and design both digital and printed advertising material for the company.

Manager: Simon Cortes (CEO)