

# LUISA FERNANDA CAMACHO

MARKETING EXPERT

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Nov 18, 1990  
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## SUMMARY

I have built my career in strategic marketing, consolidating a strong academic foundation and a global 360 vision focused on creativity and innovation.

For over two years, I worked as a Key Account Manager at a global marketing agency, leading projects for national and international brands across diverse industries. This experience helped me develop a versatile, results-oriented approach with a comprehensive understanding of brand management.

With more than six years of experience supporting companies and entrepreneurs in building meaningful strategiespersonalized, creative, sustainable, and grounded in analysisI also founded and currently lead my own brand, overseeing marketing and business development. I believe in the power of well-executed ideas and in human connection as the key to creating real value.

## SKILLS

- Digital Campaign Management
- Creativity & Innovation
- Customer Experience
- Branding & Positioning
- Strategic plan
- Artificial intelligence
- Content Marketing & Social Media
- Leadership & Entrepreneurship
- Client Service & Account Management

## LANGUAGES

- Spanish | Native
- English | Advanced

## EXPERIENCE

**Owner & Founder / Marketing and Business Development Lead** Aug 2024 — Present  
Emile & Teo — Spain

- As the Founder and Owner of a leading textile company, I have successfully navigated the complexities of the textile industry for over a decade.
- I possess a deep understanding of fabric sourcing, production processes, and market trends, which has enabled me to build a strong brand.
- My leadership has fostered a culture of innovation and sustainability within my company, prioritizing eco-friendly practices in all operations.
- Created and developed the brand from scratch, including naming, visual identity, and branding strategy.
- Designed and executed positioning and digital marketing campaigns.
- Defined and planned the business strategy, including financial analysis and forecasting.
- Managed all marketing, content, and social media communications.
- Coordinated with suppliers and strategic partners to optimize the value chain.

**Account Marketing Manager** May 2021 — Feb 2024  
MIG Advertising — Madrid / Santander (Spain)

- Client relationship management
- Project coordination and planning
- Campaign strategy development
- Budget oversight and management
- Team collaboration and leadership
- Performance tracking and reporting
- Problem-solving and client satisfaction
- Initiating innovative proposals and creative campaigns
- Identifying opportunities for account growth.

**National BPO Coordinator** Dec 2017 — Sep 2020  
Nexa BPO — Bogotá (Colombia)

- Planning and coordination of executive training (Planner Week).
- Implementation of innovation and continuous improvement strategies for the commercial process.
- Team management at national level (12 people in charge).
- B2B customer relationship (CRM management).
- Development of Digital Marketing strategies for customer attraction.
- Brainstorming for new commercial processes
- Proactive participation in meetings to create new practices.

## EDUCATION

**Professional Degree in Marketing** 2013 — 2017  
Universidad EAN — Bogotá / Colombia  
Average grade: 94.31

**Official Master's Degree in Marketing Management** Oct 2020 — Sep 2021  
Universidad de Cantabria — Santander, España.

## CERTIFICATIONS & COURSES

- UNE - Diploma in Marketing and Sales, Bogota, 2012.
- CCB - International Marketing Research Course, Bogota, 2013.
- LIQUID THINKING LATAM - ExpoMarketing Forum , Bogota, 2015.
- INSPIRAMOS- Business Leadership Course, Bogota, 2016.
- SERES ESENCIALES- Course secrets to sell in difficult times, Bogota, 2017.
- CESA - Diploma in business skills. Bogota, 2018.
- INSPIRAMOS- Commercial skills course. Bogota, 2019.
- CESA - Course Neuromarketing tools for the BPO industry. Bogota, 2019.
- INSTITUTO EUROPEO DE POSTGRADO - Executive program. Artificial Intelligence, 2025.

## PUBLICATIONS

I have written 8 articles on:  
Branding, the new century consumer, Marketing myopia, successful brand analysis, Marketing plan, Relationship marketing and internal branding.

Available in:  
www.fernandacamacho.com