



Hugo Aguirre

Lic. Creación y Dirección de Negocios



+52 (667) 341 2404



Hugo.aguirre171099@gmail.com



Culiacán, Sinaloa, MX



LinkedIn.com/in/h-aguirre



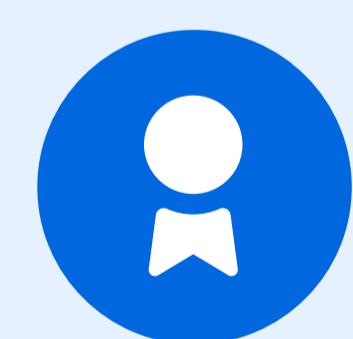
Schooling

2014-2017

Formación propedéutica en Administración de Empresas e Inglés Empresarial
Propaedeutic training in Business Administration and Business English
Colegio de Bachilleres B.C.

2018-2022

Licenciatura en Creación y Dirección de Negocios
Bachelor of Business Administration
Universidad Autónoma de Durango



Certificates

2020

Digital Marketing Fundamentals
Interactive Advertising Bureau

2021

Inbound Marketing
Hubspot Academy

2023 IN PROGRESS

Business strategy
IAE Business School

Achievements



Achieved sales goals for 10 consecutive months.



Promoted from designer to marketing coordinator in one month.



Sales increased by 30% compared to last year.

Skills

Adoption of new technologies



Online ad campaigns



Customer service negotiation



Teamwork



Marketing strategy planning



Analysis of new trends



(Omnichannel)

Experience

REGIONAL MANGER

Concrete International
Management of 2 branches, sales strategies and staff coordination to meet goals. Payment to suppliers, inventory control and monthly reports.

2017 - 2019

2 years

MARKETING COORDINATOR

D'Clase Group

2019 - 2021

2 years

Creative content development, internal campaigns, and graphic material to support the sales department. Staff supervision, performance reports, and the creation and implementation of strategies aimed at more efficient processes.

MARKETING DIRECTOR

Feim Store

2021 - 2022

1 year and half

Content and positioning strategy development. Paid campaigns management in digital media such as Facebook, Instagram, and Google. Public relations, supervision of staff in the marketing and design area. E-commerce management, implementation of new features, inventory control, results reporting, and more.

Hobbies



Sports



Investments



Learning



Photography