

JEAN BALZÁN

Marketing Direction | Brand Strategy | Business Design | Data Driven | Project Management | Influencer Marketing

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PROFILE

High-impact strategist with +13 years of experience in brand positioning, digital ecosystems, and integrated marketing campaigns across LATAM, USA & Europe. Skilled in **leading cross-functional teams, transforming processes, and delivering measurable business growth for global companies** including Scotiabank, Procter & Gamble, and The Coca-Cola Company.

I'm passionate about **solving challenges by connecting diverse perspectives through strategic and creative solutions**, while fostering collaboration within interdisciplinary teams. Curious by nature, I continuously seek opportunities to innovate, learn, and deliver impactful results.

My journey has been dynamic and purpose-driven. Let's connect if you'd like to know more.

ACHIEVEMENTS

 Brand Positioning Strategy	 Team's Management Transformation	 Data Driven Influencer Marketing Campaigns
Repositioned the CFC brand to attract a younger audience and elevate its image , transforming it from outdated and low-cost to competitive within its category.	Led the transformation and implementation of the Marketing team's workload dashboard, optimizing processes and reducing the workload in 40% for 24 team members .	I spearheaded data-driven influencer marketing campaigns , leveraging insights to maximize engagement and deliver measurable results to help our brand objectives.

EXPERIENCE

SCOTIABANK	Bogotá, Colombia
Brand Strategy Director	03/2024 - 08/2025

Developed and implemented the bank's overall brand positioning strategy

- Created and executed a 1- to 5-year brand plan, forecasting growth and positioning strategies for the future.
- Defining attributes and key territories across all segments (from CFC to SWM, including Corporate), in close collaboration with cross-functional Marketing teams and key stakeholders.
- Integrated strategic planning for Commercial Accelerators, BAU Paid Media, and Always On campaigns, ensuring consistency and alignment with overall objectives.
- Contributed to the creation of the annual Media Planning, aligning the communication roadmap with established Media Principles.
- Spearheaded the brand positioning strategy for CFC, ensuring alignment with the bank's long-term vision and goals.
- Designed and executed a comprehensive social media strategy, establishing communication guidelines based on data-driven insights and trends.
- Led the WOW processes within the team, optimizing available resources to enhance output quality and efficiency.
- Identified and delivered innovative and sustainable strategic solutions, focusing on comprehensive communication and long-term impact.
- Managed team workload and performance using prioritization dashboards to ensure optimal resource allocation and timely delivery.
- Led the development and delivery of confidential business reports, safeguarding sensitive information, including customer data and proprietary systems.

Lead Marketing Strategist	03/2021 - 03/2024
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- Led team work processes, optimizing resources to enhance product quality and efficiency.
- Developed cross-channel communication strategies based on data, ensuring proper utilization of the OESP.
- Identified culturally relevant opportunities (both on and offline) to integrate into the bank's value proposition.
- Streamlined Marketing team workflow, prioritizing tasks to improve overall efficiency.
- Fostered collaboration with stakeholders to innovate and challenge the status quo, creating integrated communication solutions.
- Designed innovative and sustainable strategic communication models, aligned with business objectives.
- Analyzed the competitive landscape to develop differentiated communication strategies, positioning the bank as a digital adoption leader.
- Managed and led creative, digital, and media agency collaborations (Team RED) through weekly requests.

MEDIACOM	Bogotá, Colombia
Regional Digital Director	11/2020 - 03/2021

Leading the team for the operation of P&G LADMAR (CAM, Caribe, EC, UY, PY, BO)

- Led the account management team in crafting cross-media digital strategies, addressing business challenges through precise digital ecosystems and tailored KPIs.
- Delivered innovative solutions to support P&G's regional needs and objectives.
- Provided direct support to the P&G Regional team, offering insights on digital media buying, growth opportunities, target analysis, and business performance.
- Developed comprehensive digital strategies (SMM, SEM, iVideo, Programmatic) to align with client business goals, managing budgets exceeding \$9MM.
- Managed daily client interactions, fostering a trusted relationship while guiding digital media buying strategies.
- Directed strategy execution, optimizing efficiency and ensuring KPIs were met, while coordinating cross-functional teams.
- Designed business reviews to assess brand digital performance, uncover insights, and enhance tactical execution.

amp&go	New York, USA
LatAm New Business Consultant	04/2020 - 11/2020

Data-driven influencer marketing campaigns

- Led new business development efforts across Latin America, identifying and securing high-value opportunities to expand the agency's client portfolio.
- Designed tailored influencer marketing strategies to meet regional client needs, aligning campaigns with business objectives and target demographics.
- Built strong relationships with potential clients, understanding their brand vision and delivering innovative influencer-led solutions that drive engagement and business growth.
- Conducted market analysis to identify trends, opportunities, and competitive landscapes, positioning amp&go as a leader in the influencer marketing space.
- Collaborated with internal teams to craft compelling proposals and pitches, leveraging influencer data, industry insights, and case studies to showcase agency expertise.
- Coordinated the onboarding process for new clients, ensuring smooth transitions and seamless integration of influencer campaigns.
- Provided ongoing strategic guidance to clients, helping them maximize the impact of influencer partnerships across multiple platforms.

EXPERIENCE

FINDASENSE

Bogotá, Colombia

Regional CX Engagement Lead

02/2020 - 04/2020

Focused on three key areas:

- **Enhanced Customer Care Capabilities:** Collaborated with the global support team (Sprinklr) and internal stakeholders to automate FAQs, streamline case assignments, and prioritize high-impact inbound mentions, improving team efficiency.
- **Optimized Influencer Marketing Campaigns:** Developed a more strategic approach to influencer campaigns, implementing a structured funnel, stage-based activation, KPI tracking, and cost-reduction strategies to increase ROI.
- **Strengthened CRM Strategy:** Worked with the global support team to integrate Salesforce with Sprinklr, consolidating customer data into one platform, reducing SLAs, and enhancing reporting across all LCBU regions.

Regional CX Strategy Architect

08/2018 - 02/2020

Expanded my impact beyond product-focused needs to serve Key Accounts and the Public Affairs department

- **Strengthening PAC services** by leveraging resources to maximize results for clients in Latin Center.
- Leading regional campaigns such as World Without Waste (WWW), Emprendamos Junt@s, and Agua Por El Futuro.
- **Spearheading the Corporate Reputation campaign for Latin Center**, enhancing agency integration to improve effectiveness and reduce timelines.
- Integrating IMC with PAC (Coca-Cola Fooding, Sprite & QuAtro Flavors with Purpose, Coca-Cola No Sugar, Manantial #HistoriasConOrigen) to enhance campaign impact and maximize departmental assets.
- Driving **performance marketing campaigns** focused on transactionality for Key Accounts across portfolio brands.

CX Engagement Architect

03/2015 - 08/2018

Led the Engagement layer with a local team of 5

Managing the entire beverage portfolio, CRM integration (Salesforce with social data), crisis management, creative alerts, and database unification for influencers and detractors to enhance speed and precision in campaign execution. Produced weekly/monthly reports and gained regional visibility.

- **Led the Engagement area for the 2018 FIFA World Cup campaign**, optimizing real-time operations and integrating media partners across markets.
- Successfully executed and standardized the Sprite #BornToRFRSH campaign across all Latin Center markets.
- Documented Engagement processes to **streamline onboarding and ensure consistent execution across markets**.
- Contributed to the **global implementation of Holacracy** at Findasense, sharing insights and gaining valuable knowledge.
- Standardized Sprinklr as the management tool for the Latin Center.
- **Planned and executed Paid Media campaigns** for social media in Colombia.

Superfan Manager

09/2014 - 03/2015

Strategic solutions to enhance digital PR performance

Focusing on relationships with celebrities, influencers, microinfluencers, and superfans. Analyzed campaign performance and provided insights for continuous improvement, acting as the liaison between the Intelligence and Engagement teams.

- Developed and **standardized an Influence Marketing methodology globally**, tailored to the needs of The Coca-Cola Company's CIC.
- Executed the Estéreo Fan Coca-Cola campaign, engaging the teen audience through music at the Stereo Picnic Festival.
- Successfully **managed high-pressure campaigns** like Share a Coke and Xmas, ensuring flawless execution.

EIKON DIGITAL

Bogotá, Colombia

Social Media Manager

02/2014 - 09/2014

My first opportunity in a foreign country

At Eikon Digital, I had the opportunity to apply my knowledge in Digital Marketing while managing social media for brands like Panasonic, Suzuki, and others.

- Strategically managed social media channels for multiple brands.
- Analyzed campaigns and created performance reports.
- Developed strategies for optimal channel performance and engagement.
- Managed online communities to ensure strong audience interaction.
- Oversaw CRM efforts to enhance customer relationships.
- Created creative content calendars with innovative formats to meet community expectations.
- Conducted insights detection and analysis to inform strategy.

ANALITICOM

Caracas, Venezuela

Content Creator

01/2013 - 02/2014

TWITRADIO / CLICKCHE / ACTIVA / SONORA

Caracas, Venezuela

Various roles related to Radio

01/2006 - 01/2013

LANGUAGES



EDUCATION

EUDE Business School

Madrid, España

Master Internet Business

06/2022 - 04/2023

Universidad Rafael Belloso Chacín (URBE)

Zulia, Venezuela

Industrial Engineer

06/2005 - 12/2009