

# John Harold Mosquera-Diaz

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London, United Kingdom

## Experience

**The Walt Disney Company**  
Full-Time, London

**Product Marketing Manager**  
Part of the Marketing department at Disney+ EMEA. Managing and building targeted marketing campaigns with global and regional partners from beginning to end.  
*Since May 2024*

**Product Marketing Associate**  
*October 2022 - April 2024*

**Deezer**  
Full-Time, London

**CRM Specialist**  
-Increase worldwide revenue with the creation, management and analysis of multi-channel content.  
-Increase the survival score of newly registered users with content strategies and testing to optimise the onboarding journey.  
- Enhance engagement with localised content produced by music and podcast Editors in North, Central and South America.  
*March 2021-October 2022*

**Betway**  
Fixed-Term, London

**CRM Executive**  
Casino-focused content management across multi-channel journeys to help grow the active user base and increase wagering and deposits.  
*March 2020-March2021*

**haroldmosquera.co.uk**  
Freelance, London

**Copywriter**  
SEO and content creation.  
*Since September 2019*

**Adapt Worlwide**  
Full-Time, London

**LatAm Content Analyst/  
Copywriter**  
SEO content creation for Latin America.  
Content localisation for 15 Spanish speaking countries.  
*October 2018-September 2019*

**Front Group Ltd.**  
Internship, London

**Communications Coordinator**  
Market research on Modern Slavery in the UK to increase corporate participation in conferences organised by the company.  
*May-September 2018*

## Education 2017-2018

Master of Science (Merit)  
Marketing and Corporate Communications  
*Middlesex University*  
London, United Kingdom

## 2015

Exchange student  
BSc Media and Communication  
*University of Helsinki*  
Helsinki, Finland

## 2010-2015

BSc Media and Communication  
*Santo Tomás University*  
Bogotá, DC, Colombia

## Skills Languages

Spanish, English and French.

## Skills

Braze, Salesforce Marketing Cloud, Tableau, Jira, Monday.com, Litmus, Github, Liquid text, HTML knowledge, Airtable, Miro, Asana, Google Analytics Qualification, Moz, Sprinklr, Office (Word, Excel and Power Point), Adobe (Dreamweaver, Photoshop, Illustrator, InDesign and Audition), Hype software, Oracle CX, creative writing and corporate communications.

## Interests

Standup comedies, music and books about consumer psychology.

## More information on LinkedIn

Six years of experience in CRM, content marketing, copywriting, and seven years of higher education in marketing and comms.

I am looking for a role that unleashes the power of creativity and technology to enhance relationships between brands and audiences.