

John Harold Mosquera-Diaz

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London, United Kingdom

Experience

The Walt Disney Company
Full-Time, London

Product Marketing Associate
Part of the Disney+ Marketing department for the EMEA region. Managing targeted marketing campaigns with global and regional partners from beginning to end.
Since October 2022

Deezer
Full-Time, London

CRM Specialist
KPI 1 - Increase worldwide revenue with the creation, management and analysis of multi-channel content.
KPI 2 - Increase the survival score of newly registered users with content strategies and testing to optimise the onboarding journey.
KPI 3 - Enhance engagement with localised content produced by music and podcast Editors in North, Central and South America.
March 2021-October 2022

Betway
Fix-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-March 2021

haroldmosquera.co.uk
Freelance, London

Copywriter
SEO and content creation.
Since September 2019

Adapt Worldwide
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 basic 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](#)

With five years of experience in CRM, content marketing, and copywriting, and seven years of higher education in marketing and comms, I am looking to scale up my career in a managerial role that unleashes the power of creativity and technology to enhance relationships between your brand and your audiences.