

# HAROLD MOSQUERA

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London, United Kingdom

## EXPERIENCE

### Marketing Senior Specialist

The Walt Disney Company  
Since October 2022

- Project-managing email and mobile marketing campaigns for Disney+ in the EMEA region.
- Pulling customised audiences to increase engagement.
- Optimisation of push and mobile messaging via A/B testing.
- Leading QA standards to ensure the best user experience with our global comms.
- Collaborative work with marketing partners across Europe to deliver on Engagement strategies.
- Developing training material for flawless delivery of CRM comms.
- Optimisation and deployment of automations and Journeys.

### CRM Specialist

Deezer  
March 2021 October 2022

- Creating, managing, and analyzing 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.

### CRM Executive

Betway  
March 2020 February 2021

- Casino-focused content management across multi-channel journeys to help grow the active user base and increase wagering and deposits.

## EDUCATION

### MSc in Marketing and Corporate Comms

Middlesex University London  
London, UK | Awarded with Merit in 2018.

### BSc in Media and Communication Studies

Universidad Santo Tomás  
Bogotá, Colombia | 2010 - 2015.

### BSc in Media and Communication Studies

University of Helsinki  
Helsinki, Finland | Exchange Program in 2015.

## LANGUAGES

Spanish - First Language.  
English - First Language.  
French - CEFR level B2.

## SKILLS

- [Braze Certified Digital Strategist.](#)
- [Braze Certified Marketer.](#)
- [Braze Certified Practitioner.](#)
- [Braze Certification Email Deliverability.](#)
- [Braze Certification Customer Engagement.](#)
- **CRM:** HTML, Braze, Salesforce, Github, Tableau, Liquid Text, Miro, Automation, Adobe Dreamweaver.
- **Content Marketing:** Adobe Photoshop, Indesign, Illustrator, Asana, Airtable, blog writing.

## HOBBIES

Standup comedies, music and consumer behaviour books.

### More experience on my [LinkedIn profile](#)

With six years of experience, 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.