

# Julio Josué García Téllez

I'm a Revenue Accelerator and Success Generator by Connecting with Consumers and Shoppers

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Dear Reader,

If you're reading this, it's likely because you're interested in my course at Universidad Francisco Marroquín, Business School. Above all, I want to express my gratitude for your interest. My hope is to showcase through my profile and CV why joining my course could offer you one of the most enriching experiences for your MBA

Allow me to introduce myself and provide you with a glimpse into my professional journey. With a decade dedicated to the intricate realm of customer satisfaction, market analysis, and digital strategy development, I have honed my skills within reputable organizations such as Pepsico, Facebook-META, and Google.

My time at these companies has equipped me with invaluable insights into digital marketing, positioning me at the forefront of industry advancements. From branding initiatives to harnessing the power of AI in marketing strategies, I have traversed various domains, enriching my expertise and fortifying my commitment to excellence.

Beyond my corporate adventures, I am deeply passionate about sharing knowledge and fostering growth within the digital marketing sphere. Collaborating with industry experts in delivering courses and speeches has been a privilege, one that has further fueled my dedication to advancing the field.

Now, I am drawn to the prospect of contributing to academic excellence, leveraging my blend of practical experience, academic background, and fervor for teaching. While my journey has been shaped by diverse experiences, my commitment to making a meaningful impact remains unwavering.

Enclosed is my resume, offering a comprehensive overview of my qualifications and achievements. I welcome the opportunity to delve deeper into how my skills align with your vision and goals.

Sincerely



# Julio Josué García Téllez

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## CONTACT

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Guatemala City, Guatemala.

## LEADERSHIP FRAMEWORK

- Sophisticated strategist and conceptual thinker
- Smart Innovator
- Transformations and inspirational leader
- Embraces challenges and risks
- Champions talent developer
- Demonstrates global acumen
- Creator of an inclusive culture
- Embodies integrity and trust
- Collaborates beyond boundaries
- Delivers the right results

## EDUCATION



### Universidad de Barcelona

Master in Marketing and Business MMT-V

Barcelona, España

2016



### Universidad Francisco Marroquín

Bachelors degree BSc in Accounting and Finance

Magna Cum Laude (Ave. 94.61 P.)

## LANGUAGES

Spanish

English

## ABOUT

Passionate about building strong brands and collaborating with high-performing teams to make a positive impact on people's lives and businesses.

With over 9 years of experience in Brand and Marketing Management, I have had the privilege of learning the art of brand building from scratch at PepsiCo. From creating campaigns on a blank canvas to shaping brand marketing strategies tailored to diverse cultural and regional needs, I have successfully led businesses with full marketing budgets, focusing on digital campaign activations. Notably, I had the opportunity to work with the renowned brand Tortrix during my work at PepsiCo.

Currently, I am leveraging the power of creativity and data at Google ASP to design insightful and impactful customer experiences. Working alongside passionate teams who share the same drive, I strive to strike the perfect balance between creativity and data-driven decision-making.

I consider myself a driven sales professional, consistently achieving top rankings in sales performance. By deeply understanding my customers' core needs and building meaningful relationships that provide value, I have consistently delivered exceptional results. I am a team player, known for my creativity, attention to detail, and ability to establish positive interpersonal connections across all levels of an organization.

My commercial acumen and analytical skills enable me to align my efforts with clear business strategies and drive tangible outcomes.

My approach is centered around cultivating long-term relationships built on trust, enabling me to inspire others and drive change even in the face of initial resistance. I am passionate about working with products and businesses that have the potential to transform people's daily lives in a meaningful way.

## EXPERIENCE



### Google Business Growth Senior Consultant

Growth

Feb 2024

- Develop and execute strategic plans to drive business growth using Google's solutions and betas.
- Analyze local CENCAM data to optimize marketing campaigns and maximize ROI.
- Deliver presentations and workshops to educate clients on digital marketing best practices.
- Build strong client relationships and serve as a trusted advisor in achieving business objectives.

### Client Partner META Guatemala

Entravision

Jul 2021 – Jan 2024



Authorized Sales Partner

- Managed and cultivated regional relationships with renowned brands and startups across diverse industries including Retail, CPG, E-commerce, financial services, and health. Oversaw an annual average spend of over \$53MM (2022)
- Collaborated closely with internal cross-functional teams to gain a deep understanding of advertisers' objectives, enabling strategic leveraging of META solutions and driving growth to help them achieve their business goals.

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📍 Guatemala City, Guatemala.

## SKILLS

- Digital Transformation
- Analytical Skills
- Product Marketing
- Sales Management / Pipeline Generation
- Budgeting
- Project Management
- Change Management
- Brand Management
- Brand Architecture

## RECOMMENDATIONS

### Byron Cabrera

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### Diana de León

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### Karin Torres

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## EXPERIENCE



- Spearheaded YoY revenue growth of +34%, positioning the market as the largest in the LATAM program.
- Developed innovative solutions focused on delivering measurable business results for partners.
- Conducted thorough analysis of data and insights to inform strategic decision-making and guide the implementation of effective solutions.
- Provided strategic direction for media and creative planning and execution of campaigns, ensuring alignment with key performance indicators.
- Proactively identified opportunities for optimization to enhance campaign performance.

### PepsiCo Foods Brand Manager



#### Local Relevant Brand Manager

*Jun 2019 – Jun 2021*

#### Global Brands SR Coordinator

*Jun 2019 – Jun 2021*

#### Global Brands SR Coordinator

*Feb 2016 – Mar 2018*

#### Global Brands and Promotions Coordinator

*Mar 2016 – Jan 2016*

#### Finance Trainee Program NCAM

#### Morning Nutrition

*Feb 2015 – Feb 2016*

- During 9 years at PepsiCo Marketing Team, I spearheaded the strategic design, launch, and execution of highly impactful marketing programs (AOP) for both Global and Local Relevant brands in the Caribbean & Central American region.
- As part of my role, I strategically managed the marketing budget, ensuring optimal resource allocation to drive efficiency and maximize ROI. By carefully analyzing consumer insights and market trends, I developed and implemented integrated marketing campaigns that effectively engaged target audiences across various channels, with a strong focus on digital and social media platforms.
- Collaboration played a key role in my success as a marketer. I actively worked with cross-functional teams, including sales, product development, and customer service, to ensure seamless alignment between marketing efforts and overall business goals. By fostering these collaborative relationships, I was able to drive the successful introduction of new products into the market (penetration) and increase customer engagement through targeted promotions.
- In addition to my internal collaborations, I also cultivated strong relationships with key stakeholders such as regional and global teams, vendors, and partners. These partnerships allowed for effective collaboration, streamlined processes, and the successful execution of marketing initiatives.

Overall, my strategic approach, consumer focus, and collaborative mindset have consistently driven impactful marketing campaigns and contributed to the growth and success of the brands I have worked with.