

João Duque

Strategic Marketing Manager | Brand Strategist | Digital Ecosystem Builder

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San Salvador, El Salvador

Summary

Strategic Marketer and Brand Builder with 12 years of experience across banking and global QSR brands. I develop brand platforms, digital ecosystems and omnichannel strategies, and lead cross-functional initiatives that scale. I turn business goals and insights into structures, journeys and campaigns that elevate customer experience and performance. Strong background in automation and segmentation to support growth and positioning.

Key Achievements

- Designed and orchestrated a scalable digital ecosystem integrating CRM, automation and omnichannel touchpoints to improve customer experience and service delivery.
- Achieved 350%+ growth in a major business line through segmentation, channel mix optimization and structured acquisition strategies.
- Led strategic and creative development for 60+ integrated campaigns for global QSR brands across two countries, supporting category leadership and sustained brand presence.
- Built and led multidisciplinary, multigenerational teams combining creative, technical and operational skills to execute complex initiatives across the organization.

Skills

Technical Skills

- Strategic Marketing Planning
- Market & Competitive Analysis
- Digital Ecosystem Architecture
- Brand Strategy & Positioning
- Consumer Insights & Research
- Omnichannel Campaign Strategy
- Customer Journey & Experience Design
- CRM, Automation & Funnel Development
- Business Analysis & Decision-Making
- Performance, KPI & ROI Evaluation
- Creative Direction

Core Skills

- Strategic Creativity
- Customer-Centered Mindset
- Cross-Disciplinary Perspective (business + marketing + design)
- Analytical & Conceptual Problem Solving
- Leadership & Talent Development
- Communication & Influence

Professional Experience

Marketing Manager | Mi Banco

San Salvador, El Salvador | January 2019 – November 2025

- Designed and led the development of the bank's digital ecosystem, integrating channels, platforms and customer touchpoints into a unified structure that improved experience consistency and operational flow.
- Guided the brand's implementation from identity foundations to cross-channel execution ensuring coherence, clarity and strategic alignment across all communications.
- Planned and executed omnichannel and segment-focused campaigns that strengthened brand positioning, improved engagement and supported acquisition and retention goals.
- Developed automated onboarding journeys that enhanced early-stage communication, increased adoption and reduced friction in the customer experience.
- Introduced digital tools including intranet modules, chatbots and automation portals to streamline workflows, reduce manual load and improve service delivery.
- Designed and executed audience and acquisition strategies that generated over 350% growth in family remittances between 2019 and 2025.

- Established structured acquisition and conversion funnels, improving lead qualification, follow-up processes and overall campaign efficiency.
- Managed annual budgets, optimized investment decisions and negotiated with key vendors to align resources with business priorities and performance expectations.
- Coordinated production workflows with internal teams and external vendors, ensuring timely delivery, brand alignment and execution quality.
- Led a team of nine collaborators (direct + indirect) across creative, technical and operational functions.
- Oversaw key communication channels, including social media, CRM, email marketing, website, ATL/BTL and WhatsApp Business.

Creative Development Director | APEX BBDO

San Salvador, El Salvador | October 2013 – January 2019

- Led creative and strategic direction for major global QSR brands (Pizza Hut, KFC, Wendy's, China Wok), delivering integrated campaigns across multiple markets and formats.
- Directed a multidisciplinary and multigenerational team, fostering collaboration, creative excellence and consistent execution under demanding timelines.
- Contributed to new business wins by developing insights, frameworks and campaign concepts that strengthened the agency's competitive positioning.
- Translated client objectives into actionable creative strategies informed by audience behavior, category trends and competitive insight.
- Developed scalable campaign architectures and brand systems to support product launches, rebranding efforts and long-term platform development.

Additional Early Experience (2011–2013)

Graphic Design and Junior Creative roles contributing to brand development and multi-channel creative work for local agencies and small businesses.

Education

- **Master of Business Administration (MBA), Digital Business | 2023 – 2025**
ISEADE Business School (Instituto Superior de Economía y Administración de Empresas), El Salvador
- **Master in Marketing and Commercial Management | 2021 – 2022**
EUDE Business School (Escuela Europea de Dirección y Empresa), Madrid, Spain
- **Postgraduate in International Digital Marketing | 2016 – 2017**
ISEADE Business School (Instituto Superior de Economía y Administración de Empresas), El Salvador
- **Bachelor's Degree in Graphic Design | 2005 – 2011**
Universidad Dr. José Matías Delgado (UJMD), El Salvador

Certifications

- **International Certification in Artificial Intelligence Applied to Marketing | 2024**
Escuela Mónica Herrera & Asociación de Marketing Digital de Argentina (AMDAR), El Salvador
- **Strategy and Digital Transformation | 2023 – 2024**
EUDE Business School (Escuela Europea de Dirección y Empresa), Madrid, Spain
- **Leadership & Emotional Intelligence Certification | 2019**
Xperiencial Life Coaching, El Salvador
- **Engaging Multigenerational Teams Certification | 2017**
Dale Carnegie Institute, El Salvador