

João Amilton Duque Menjívar

Marketing Director | Marketing Strategy | Growth | CRM & Digital Transformation

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Professional Summary

Marketing Director with 17+ years of experience driving business growth, brand transformation, and digital marketing across banking, hospitality, telecommunications, professional services, and quick-service restaurants. Proven track record of delivering measurable business results, leading multidisciplinary teams, managing USD 1M marketing budgets, and building scalable marketing capabilities through strategy, CRM, automation, and omnichannel execution.

Professional Experience

• Founder & Strategic Marketing Consultant | wiriduque.com

San Salvador, El Salvador / December 2025 – Present

- Lead a strategic marketing consultancy supporting a portfolio of 9 companies across hospitality, services, and multi-brand business environments.
- Design marketing operating models, communication frameworks, and execution priorities to improve coordination and consistency across multiple brands.
- Lead rebranding and go-to-market initiatives, aligning brand positioning, value propositions, customer experience, and launch execution.
- Direct the planning and governance of 4 concurrent monthly campaigns, coordinating strategy, creative development, media, vendors, and commercial teams.
- Manage a team of 7 professionals and external partners while advising business leaders on CRM, marketing automation, campaign governance, and omnichannel execution.

• Board Member | Allá Arriba Cabins & Restaurant

Chalatenango, El Salvador / 2009 – Present

- Provide strategic direction for brand positioning, commercial development, and digital marketing for a family-owned hospitality business.
- Support business modernization initiatives, including ERP implementation, e-commerce, and operational improvements to enhance efficiency and long-term scalability.

• Marketing Manager | Mi Banco

San Salvador, El Salvador / January 2019 – November 2025

- Led the bank's digital marketing transformation by integrating CRM, marketing automation, performance marketing, and omnichannel customer engagement across 22 financial products, 12 branches, and 7 digital channels.
- Increased total remittance payout volume by more than 350% by redesigning acquisition strategies, optimizing customer segmentation, and strengthening omnichannel marketing initiatives.
- Managed an annual marketing budget of USD 750K–1M, coordinating up to 14 external vendors while optimizing media investment, campaign performance, and commercial execution.
- Directed 4–6 integrated marketing campaigns per month across digital, branch, and traditional channels, aligning creative, media, CRM, commercial teams, and external partners. Digital campaigns reached approximately 2.5–3.5 million people.
- Led a multidisciplinary team of 9 professionals, developing automated customer onboarding journeys and improving cross-functional collaboration, operational consistency, and digital product adoption.

• Creative Development Director | APEX BBDO

San Salvador, El Salvador / October 2013 – January 2019

- Led the strategic and creative development of 60+ integrated advertising campaigns for global quick-service restaurant brands, including Pizza Hut, KFC, Wendy's, and China Wok, across El Salvador and Guatemala.
- Translated business objectives, consumer insights, category trends, and competitive analysis into creative strategies, campaign concepts, key visuals, and multi-channel brand communications.

- Directed multidisciplinary creative teams and collaborated with account management, strategy, media, and production teams to ensure brand consistency, creative quality, and on-time delivery across multiple accounts.
- Contributed to new business pitches by developing strategic insights, creative concepts, key visuals, and client presentations that strengthened the agency's competitive positioning.

- **University Lecturer** | Universidad Dr. José Matías Delgado

La Libertad, El Salvador | June 2016 – June 2019

- Developed and delivered undergraduate courses in design, visual communication, photography, and portfolio development, combining conceptual foundations with industry-based projects.
- Mentored students in branding, visual strategy, and creative execution, strengthening their problem-solving skills and ability to produce work aligned with professional standards.

- **Early Career in Design & Creative Services**

San Salvador, El Salvador / 2009 – 2013

- Developed brand identities, digital assets, advertising materials, and multi-channel marketing collateral for agencies, startups, small businesses, and local brands across diverse industries.
- Translated business objectives into visual concepts, campaign materials, and brand communications across print and digital media.

Core Competencies

Marketing Strategy · Go-to-Market Strategy · Brand Management · Growth Marketing · Demand Generation · Performance Marketing · Funnel Optimization · CRM Strategy · Marketing Automation · Omnichannel Marketing · Customer Journey & Customer Experience · Budget Management · Team Leadership · MarTech

Tools & Platforms

HubSpot · ActiveCampaign · Klaviyo · Mailchimp · Looker Studio · Meta Ads Manager · Google Ads · TikTok Ads Manager · Odoo · Adobe Creative Cloud · Asana · monday.com · Notion · ChatGPT · Claude · Adobe Firefly

Education

- **Master of Business Administration (MBA), Digital Business - Cum Laude** | 2023–2025
ISEADE Business School | El Salvador
- **Master's Degree in Marketing and Commercial Management** | 2021 – 2022
EUDE Business School | Madrid, Spain
- **Postgraduate Diploma in International Digital Marketing** | 2016 – 2017
ISEADE Business School | El Salvador
- **Bachelor's Degree in Graphic Design** | 2005 – 2011
Universidad Dr. José Matías Delgado | 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 | Madrid, Spain
- **Leadership and Emotional Intelligence Certification** | 2019
Xperiencial Life Coaching, El Salvador
- **Multigenerational Team Management Certification** | 2017
Dale Carnegie, El Salvador

Idiomas

- Spanish - Native
- English - Advanced Professional Proficiency | ILAC Certificate, Canada, 2026