

Eduardo Castro

Marketing Director | Brand Growth | FMCG & CPG | Digital-First Strategy

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Mexico City, Mexico

 [Eduardo Castro](#)

PROFESSIONAL EXPERIENCE

apex Consulting - Marketing Consultant

Advertising Services | Mexico City, Mexico

Mar 2024 - Current

- Provide marketing strategy and end-to-end execution for FMCG and consumer-facing clients across **Mexico** and the **US**, driving measurable growth in brand equity, digital performance, and category development, leading a **team of 6**.
- Built and maintained strategic relationships with key stakeholders and C-level executives, fostering collaboration, influencing marketing investment strategies to accelerate growth and maximizing long-term category development.
- Led client consultations to define business requirements and objectives, driving increased sales, optimized product positioning, (UX, SEO, CRM) improved campaign performance to optimize media ROI and market share.
- Drove lifecycle progression with experimental offers and messaging on tailored content for **Instagram, Facebook, TikTok**, and email, leveraging exclusive promotions, premium placements and digital activations to boost customer acquisition and retention.
- Developed robust performance measurement frameworks, defining success metrics with OKRs leveraging **Google Analytics** and **Kantar** to evaluate campaign performance and effectiveness while guiding continuous optimization for business growth.
- Partnered with cross-functional teams, including Insights, Creative, Media, Analytics, Buyers, and Product internal teams, to ensure shoppers-relevant content with consistent messaging and brand alignment, improving communication effectiveness.
- Built brand equity shaping perception through partnering with influencers, brand ambassadors, and content creators to execute strategic collaborations that build emotional connections, ensuring compliance with brand standards and contractual requirements to maximize investment in brand awareness and reach.

Achievements:

- Achieved **20%** CPC reduction with a FinTech client on SEO through A/B testing communication in social media.
- Increased sales by **+15%** YoY through designing a disruptive GTM strategy and portfolio optimization for a drinks FMCG client.
- Led consumer research and testing strategy for a US telecom client, including focus groups and survey design, resulting in **35%** drop-off reduction on requests through an automated customer support agent.

Grupo Mariposa - Marketing Director, US

Food and Beverages FMCG | Mexico City, Mexico

Apr 2020 - Feb 2024

- Strategically planned, developed, business models and executed Annual Brand Plans (AOP & SOP) and initiatives that connect with long-term vision, including Modern Trade execution, and Digital Commerce.
- Managed multiple agencies and a **US\$750K P&L**, per project, ensuring efficient budget planning and control resource allocation, being accountable for delivering profit targets defined in the annual plans, S&OP.
- Designed and executed 360° equity marketing campaigns for **Google Ads, Meta**, and **TikTok** (US\$300K annual budget), overseeing marketing briefs, key visual approvals, and print material supervision to drive engagement and conversion.
- Managed end-to-end brand innovation pipeline overseeing 60+ annual SKUs across new product development, packaging, go-to-market strategy, ATL/BTL campaign execution, and channel activation in modern and traditional trade.
- Led and supervised creative agencies and content studios, ensuring marketing briefs and deliverables align with strategic objectives, brand positioning, and timelines on communications planning framework across owned, earned, and paid media.
- Experimented through A/B testing for product concepts, consumer perception, CRM, storytelling, targeting, and promotional campaigns, iterating to improve continuously, optimize communication and pricing, maximizing return on marketing investment.
- Led innovation and new product launches, defining 5P strategies that drove new shopping behaviors and led to repurchasing.
- Tracked brand performance by channel against AOP targets, identifying commercial gaps and implementing tactical contingency plans to protect revenue and share of market.
- Partnered with bottling partners and 3PL distributors across the US ensuring excellence in execution and investment priorities.

Achievements:

- Delivered **+35% revenue growth** as a one-person marketing operation, managing full P&L, agencies, with the agility of a startup and the accountability of a corporate director.
- Achieved **3% CTR** target by managing omni-channel campaigns and pipelines using Google Analytics and Meta Business Suite.

- Led end-to-end brand growth initiatives, and events, for **Neutrogena, Listerine, Johnson's Baby, Dramamine, and Tylenol**, ensuring alignment with global strategy and market dynamics across **Mexico, Central America**, and the **Caribbean and Andean regions**, managing the innovation portfolio with an ROI growth focus while leading a remote team.
- Influenced regional marketing strategies of the multichannel NPD pipeline based on deep customer understanding.
- Served as a key liaison to the regional leadership team in the adaptation and execution of projects supporting the articulation of assets and messages aligned to brands' voices, local nuances, and retail dynamics to optimize brand equity and engagement.
- Orchestrated marketing plans and trade channel strategies managing the portfolio ensuring plans translate across channels.
- Coached and developed a **regional team of 4 direct reports** across LATAM markets, setting performance objectives, providing ongoing feedback, and building marketing capabilities to strengthen execution and career growth.
- Conducted comprehensive market research and market segmentation analysis translating data into insights by identifying emerging trends, shopper insights, consumer behavior insights, and strategic growth opportunities to inform channel planning.

Achievements:

- Recipient of the **James E. Burke Award** 2019: marketing award recognizing exceptional creativity, and leadership.
- Launched a new category; Sun Care (Neutrogena's **Sun Fresh & Beach Defence**), overcoming a four-year stall, by understanding local regulations and requirements, resulting in **+10%** B2B profit stream for the company and new market share in two years.
- Increased **+11%** YoY revenue growth on the company through successful innovation launches and shopper marketing programs.

PepsiCo - Marketing Innovation Manager

Nov 2012 - Mar 2017

Food and Beverage FMCG | Mexico City, Mexico

- Executed **Doritos** and **Cheetos** innovation grid, including new product launches, packaging formats, and market expansion initiatives by developing new value propositions, and go-to-market strategies tailored to evolving consumer needs.
- Led **2 direct reports** and multiple cross-functional teams across Sales, Insights, Creative, and Trade Marketing to align brand plans with annual commercial objectives and channel-specific execution priorities.
- Developed and executed 360 campaigns coordinating media, in-store activation, and digital, ensuring messaging consistency across all touchpoints and trade channels.

Achievements:

- Originated and led **Doritos Rainbow**, a culturally-driven campaign that generated **200M+ organic media impressions**, increased brand SOM by **+2.3%**, and became an established flagship annual campaign.
- Awarded **Circle of Champions & President's Outliers** Honor 2017: recognized for outstanding performance and leadership.
- Launched over 15 new products annually meeting the Annual Brand Plans and Trade Plans for Tortilla chips and extruded SKUs.

EDUCATION

Bachelor's degree in Computer Engineering

Tecnologico de Monterrey (ITESM)

-Leadership Diploma

LANGUAGES

Spanish - Native

English - Native

Portuguese - Intermediate

COURSES & CERTIFICATIONS

Project Management Professional®, PMP

PMI®

CSPO™ Agile Methodology

Scrum Alliance

Marketing Data Analysis

Wharton School of the University of Pennsylvania

Strategic Marketing

Kellogg School of Management

SOFTWARE

- Nielsen
- Euromonitor
- Google Analytics
- Jungle Scout
- SEMrush
- Meta Business Suite
- Amazon Seller Central
- Shopify
- Hubspot (CRM)
- Tableau
- Microsoft Office Suite
(Excel, PowerPoint, Word)