

MATEO SALDARRIAGA

Brand Manager | Marketing Manager | Content Marketing Manager

matesaldao@hotmail.com | 022 363 20 22 | Pakuranga, Auckland. | <http://www.linkedin.com/in/mateosaldarriaga>

PROFESSIONAL SUMMARY

Strategic and creative Marketing Leader with over a decade of experience building high-impact campaigns, engaging digital ecosystems, and authentic brand narratives across diverse industries. Adept at leading cross-functional teams and managing six figure dollar budgets to drive measurable growth, customer engagement, and market leadership.

Known for blending storytelling with data-driven insights, embracing AI tools and emerging platforms to stay ahead of digital trends. A natural collaborator and people-first leader, passionate about crafting marketing strategies that connect deeply with audiences and deliver real business value.

AREAS OF EXPERTISE

Brand Strategy & Management	AI Marketing & Personalisation	Events, Activations & Sponsorships	Market Research & Consumer Insights
Digital Marketing & Social Media	Storytelling & Content Strategy	UX/UI Collaboration & Customer Journey Mapping	Project Management & Team Leadership
Email Marketing (EDM) & Automation	Video Production & Multimedia Campaigns	Augmented Reality & Immersive Marketing	Cross-Functional Collaboration & Stakeholder Engagement
Lead Generation & Conversion Optimisation	SEO, AEO, GEO, SEM & Web Analytics	Sustainability Marketing & Ethical Branding	ATL & BTL Marketing

PROFESSIONAL EXPERIENCE

Marketing Content and Communications Manager

UltiGroup, Auckland, NZ | Feb 2024 – Present

- Lead a high-performing marketing function across NZ and AU, managing two internal marketers and an external creative contractor, while building structured workflows and accountability systems.
- Own and execute the digital strategy including SEO, paid media, content, and analytics, resulting in significant improvements to traffic, engagement, and lead generation across multiple channels.
- Collaborate with senior leadership on brand positioning and go-to-market strategies, contributing directly to business growth and market expansion.
- Manage a six-figure marketing budget, optimising spends to maximise ROI while supporting product launches and campaigns across B2B verticals.
- Introduced AI-driven efficiencies across campaign planning, reporting, and creative execution, positioning the team at the forefront of innovation.

Senior Content Creator

Skills Group, Auckland, NZ | Jun 2023 – Feb 2024

- Crafted high-impact, multimedia content for brands including Ignite Colleges, SoftEd, IMNZ, Etco, ICE, Etec, and Skills Consulting Group, enhancing storytelling and brand relevance.
- Developed campaigns featuring Kiwi icons such as Hayden Paddon, Simon Gault, and Michael Meredith, significantly amplifying public engagement and emotional connection with each brand.
- Strategised and produced digital content across multiple platforms, increasing audience reach and fostering deeper brand loyalty.
- Ensured alignment of messaging across internal teams and external agencies, supporting both acquisition and retention goals.

Marketing Specialist (Brand Lead)

ETCO – The Electrical Training Company, Auckland, NZ | Jun 2021 – Jun 2023

- Spearheaded the nationwide "Earn While You Learn" campaign, driving record-level apprenticeship applications through partnerships with EV pioneer Hayden Paddon and national event activations.
- Created and scaled ETCO's TikTok presence from zero to viral, with videos reaching millions of views, successfully targeting Gen Z apprentices while maintaining brand credibility.
- Managed a direct report and collaborated closely with a creative agency to deliver cohesive brand messaging and campaign rollout.
- Delivered AR-based experiences, branded merchandise, and fleet rebranding initiatives that enhanced public perception and unified national visibility.
- Drove internal adoption of digital tools and innovation, championing the use of AI and video storytelling across the organisation.

Marketing Coordinator

New Zealand School of Art and Fashion, Auckland, NZ | Feb 2020 – Apr 2021

- Designed and delivered targeted digital marketing campaigns across Meta Ads and Google, generating a measurable uplift in student enrolments across design, beauty, and fashion courses.
- Managed daily content strategy and social engagement, growing the school's online presence and strengthening its identity within Auckland's creative education space.
- Coordinated open days, fashion showcases, and student exhibitions, improving brand visibility and nurturing leads through in-person experience.
- Served as the first contact for prospective students, blending marketing and admissions support to improve conversion rates.

Senior Associate – International Marketing & Recruitment

Abroad Global | Mar 2019 – Feb 2020

- Led the agency's expansion into the Australian market, identifying emerging student mobility trends and aligning campaign messaging to fit institutional needs.
- Delivered tailored B2B pitches and partnership proposals to universities and polytechs, resulting in new contracts and steady enrolment pipelines.
- Owned the full lifecycle of student acquisition campaigns, from lead generation to CRM follow-up, improving conversion rates and client satisfaction.
- Collaborated cross-culturally with LATAM and APAC stakeholders to improve communications and build brand presence in multiple regions.

Senior Sales Consultant – Automotive Division

Ford Motor Company, Medellín, Colombia | Nov 2013 – Nov 2017

- Achieved consistent top-tier sales performance, recognised for surpassing targets and delivering exceptional customer experience.
- Cultivated strong client relationships through needs-based selling and high-trust service, resulting in repeat business and referrals.
- Led regional market analysis and territory development plans, contributing to brand growth in a highly competitive landscape.
- Acted as a brand ambassador at trade events and activations, aligning marketing and sales efforts for broader impact.

Marketing Specialist – B2B Promotions

Artículos Publicitarios, Medellín, Colombia | Mar 2016 – Mar 2017

- Led the creative development and execution of branded promotional merchandise for corporate clients, improving client satisfaction and retention.
- Conducted competitor and customer research to inform campaign design and product selection, boosting brand value perception.
- Managed vendor relations, budgets, and timelines across multiple simultaneous branding projects.

Client Adviser – Insurance Solutions

Seguros SURA, Medellín, Colombia | Jan 2010 – Nov 2013

- Advised individuals and small businesses on custom insurance packages (automotive, life, and health), achieving strong client loyalty.
- Supported underwriting and claims teams through clear documentation and client communications.
- Built foundational skills in service, risk communication, and CRM systems, which continue to inform my client-focused marketing style today.

EDUCATION

Masters in Applied Management - Marketing *Te Pūkenga – Southern Institute of Technology (SIT) - 2025*
Postgraduate Diploma in Applied Management - Marketing *Te Pūkenga – Southern Institute of Technology - 2024*
Diploma in Business *Aspire2 International, 2018*
Business Sustainability Management *University of Cambridge, 2023*
Project Management Fundamentals *Institute of Management New Zealand (IMNZ), 2023*
Professional Certificate in Project Management *Google Digital Garage – Coursera, 2022*
Certificate in Marketing *University of California, Davis, 2022*
Leaders of Learning *HarvardX University, 2021*
Fundamentals of Digital Marketing *Google Digital Garage, 2020*
Senior Salesman - Marketing and NLP *Dower People, 2017*

TECHNICAL PROFICIENCIES

Marketing & Advertising Platforms

Meta Ads Manager | TikTok Business Manager | Google Ads | LinkedIn Campaign Manager | HubSpot | Mailchimp | Hootsuite

AI & Marketing Automation

Zapier | ChatGPT | Jasper | Copy.ai | Midjourney | Adobe Firefly | Notion AI | Surfer SEO | Grammarly | Runway ML | ElevenLabs | AI Agents

Content Creation & Design

Adobe Creative Suite | Canva | CapCut | Figma (basic UI/UX) | Lumen5 | Zappar (Augmented Reality)

Analytics & CRM

Google Analytics | HubSpot CRM | Meta Business Suite | Looker Studio | SEMrush | Hotjar

Project & Workflow Management

Asana | Trello | Notion | Monday.com | ClickUp | Microsoft Teams | Slack

LANGUAGES

Spanish | English | Portuguese

REFERENCES UPON REQUEST