

HAROLD MOSQUERA-DIAZ
CRM & Lifecycle Marketing Manager

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CRM and lifecycle marketer with 7+ years of experience driving engagement, retention, and customer communications across entertainment and digital brands. Experienced in Braze, Salesforce, HTML, campaign management, automation, segmentation and content marketing.

EXPERIENCE

The Walt Disney Company

Marketing Operations Senior Specialist

Since October 2022 | London

- Project-managing the launch and optimisation of Prospect, Retention and Winback journeys for Disney+ in the EMEA region.
- +1.5% Statistical Significant uplift in app login rate due to the launch of a brand-new Re-Engage Journey capturing +2.3M subscribers/month with low engagement behaviour.
- Introduction of capabilities such as multi-language Liquid Text and multi-channel templates for the regional team that reduced Push and In-App build time from 2 hours to 30 minutes.
- Enablement and experimentation of Braze AI products to enhance engagement and optimise operational testing with Intelligent Timing, Intelligent Channel selection and Intelligent Paths.
- Launch of the first set of custom-event campaigns globally, to optimise targeting, automate the cross-selling strategy and reduce creative handover efforts.
- Lead migration efforts to transfer the Onboarding Journey from Salesforce to Braze.
- Developing training materials and operational efficiencies to set the team up for success and growth, such as the global launch of Push Stories as a new format to engage with customers.
- Leading QA standards to ensure the best user experience with our global comms.
- Collaborative work with global and regional partners on data, reporting and marketing strategies.

Deezer

CRM Specialist

March 2021 - October 2022 | London

- Managed and optimised multi-channel CRM campaigns targeting music and podcast audiences across international markets.
- Developed and tested a global onboarding journey aimed at improving subscriber retention past their day 10 of Sign-Up date.
- Executed audience segmentation and content experimentation initiatives to deliver more personalised customer experiences.
- Increased engagement through tailored CRM communications and curator-led playlists and podcasts.
- Collaborated with cross-functional teams including editorial, content, and marketing stakeholders to support campaign performance and localisation efforts.
- Translated Tableau reporting and campaign performance data into clear, presentation-ready insights for senior leadership and stakeholders.

Betway

CRM Executive

March 2020 - February 2021 | London

- Executed multi-channel CRM campaigns to increase user engagement, deposits, and wagering activity.
- Managed the Onboarding Journey to increase customer activation and cross-selling.
- Monitored campaign performance metrics via Tableau and reported on top-level results and action plans.

Adapt Worldwide

Content Analyst

October 2018 - September 2019 | London

- Edited and quality-checked blog posts to ensure alignment with client brand guidelines
- Localised digital content for 15 Spanish-speaking markets.
- Collaborated with freelancer and internal teams to meet the deadline of deliverables.
- Supported content optimisation and localisation workflows for global brand accounts.

Front Group

Communications Internship

May - September 2018 | London

- Researched UK modern slavery and corporate compliance trends to support outreach strategies for industry conferences and events.
- Managed communications and engagement initiatives to increase conference participation.

EDUCATION

MSc in Marketing and Corporate Comms, Middlesex University London

London, UK | Awarded with Merit in November 2018.

BSc in Media and Communication Studies, Universidad Santo Tomás

Bogotá, Colombia | Awarded with Merit in October 2015.

BSc in Media and Communication Studies, University of Helsinki

Helsinki, Finland | Exchange Program in 2015.

SKILLS

Languages: Fluent in English, French, and Spanish.

Braze certifications: Artificial Intelligence, Digital Strategist, Liquid Skills, Marketer, Email Deliverability, Data Essentials, and Customer Engagement.

CRM Skills: SQL, HTML, Braze, Salesforce, Github, Tableau, Liquid Text, Miro, Automation, Adobe Dreamweaver.

Content Skills: Adobe Photoshop, Indesign, Illustrator, Asana, Airtable, blog writing.