

HAROLD MOSQUERA-DIAZ

Growth, CRM & Lifecycle Marketing Manager

London, UK | haroldmosquera@outlook.com | [LinkedIn](#) | [Website](#) | +447594006086

Growth and lifecycle marketer experienced in driving engagement, retention and sustainable growth across subscription, entertainment and media brands. Skilled in CRM strategy, personalisation, automation, experimentation and customer data.

EXPERIENCE

The Observer

Growth Marketing Manager, Retention

Since August 2026 | London

- Lead CRM and retention marketing, using customer data, lifecycle journeys and personalisation to drive engagement, conversion and sustainable subscriber growth.
- Develop lifecycle strategies across acquisition, conversion, engagement and retention, identifying opportunities to improve subscriber value and reduce churn.
- Lead CRM experimentation, automation, AI and personalisation initiatives, working cross-functionally with Product, Data, Editorial and Marketing.

The Walt Disney Company

Marketing Operations Senior Specialist

October 2022 - August 2026 | London

- Project-managed Prospect, Retention and Winback journeys across EMEA, including a Re-Engage journey reaching 2.3M+ subscribers monthly and driving a statistically significant +1.5% uplift in app logins.
- Introduced multi-language Liquid and multi-channel templates, reducing Push and In-App build time from two hours to 30 minutes.
- Led Braze AI experimentation and launched the first global custom-event campaigns to improve targeting, personalisation and cross-selling.
- Led the Salesforce-to-Braze Onboarding migration and introduced operational efficiencies and new CRM formats, including Push Stories.
- Led QA standards and partnered with Data, Reporting and Marketing teams on CRM strategy and customer experience.

Deezer

CRM Specialist

March 2021 - October 2022 | London

- Managed multi-channel CRM campaigns globally across music and podcast audiences.
- Developed and tested a global onboarding journey to improve early-life subscriber retention.
- Led segmentation and content experimentation to deliver more personalised customer experiences and increase engagement.
- Partnered with Editorial, Content and Marketing teams and translated Tableau performance data into actionable insights.

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.