

# HAROLD MOSQUERA

haroldmosquera@outlook.com  
haroldmosquera.co.uk  
+447594006086  
London, United Kingdom

## EXPERIENCE

### Marketing Operations Senior Specialist - CRM

The Walt Disney Company  
Since October 2022

- Project-managing Engagement and Retention journeys for Disney+ in the EMEA region from beginning to end.
- Delivering bespoke CRM campaigns to increase streaming behaviour.
- Working with AI and the Braze Intelligence Suite to enhance engagement.
- Developing training materials and operational efficiencies to set the team up for success.
- Collaborative work with global and regional partners on data, reporting and marketing strategies.
- Leading QA standards to ensure the best user experience with our global comms.

### CRM Specialist

Deezer

March 2021 October 2022

- Managing and experimenting multi-channel campaigns for fans of music and podcasts around the world.

### CRM Executive

Betway

March 2020 February 2021

- Developing multi-channel journeys and campaigns to grow the base and increase wagering and deposits.

### Content Analyst

Adapt Worldwide

October 2018 September 2019

- Create and curate SEO-friendly blog posts to increase the Visit rate of the main client in Latin America (Uber).

## EDUCATION

### MSc in Marketing and Corporate Comms

Middlesex University London

London, UK | Awarded with Merit in 2018.

### BSc in Media and Communication Studies

Universidad Santo Tomás

Bogotá, Colombia | 2010 - 2015.

### BSc in Media and Communication Studies

University of Helsinki

Helsinki, Finland | Exchange Program in 2015.

## LANGUAGES

Spanish - First Language.

English - First Language.

French - CEFR level B2.

## SKILLS

- **Braze Certifications:** Artificial Intelligence, Digital Strategist, Liquid Skills, Marketer, Email Deliverability, Data Essentials, and Customer Engagement.
- **CRM:** SQL, HTML, Braze, Salesforce, Github, Tableau, Liquid Text, Miro, Automation, Adobe Dreamweaver.
- **Content Marketing:** SEO, Adobe Photoshop, Indesign, Illustrator, Asana, Airtable, blog writing.

## HOBBIES

Standup comedies, music and consumer behaviour books.

### More experience on my [LinkedIn profile](#)

With six years of experience, and seven years of higher education in marketing and comms, I am looking to scale up my career in a managerial role that unleashes the power of creativity and technology.