Diego Rios

Sales | Digital Marketing | Data Science

diegoerios@gmail.com
+502 5699 7037
www.linkedin.com/in/diegoriosmarkeko/
github.com/diegoerios

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I consider myself a data-driven marketer who is passionate in helping bridge the gap between sales, marketing and data science.

I am a travel junkie, passionate about building communities, and keen in finding synergies.

Strong believer that collaboration is the future to building a better community, country and region.

Multi-lingual: Native speaker in English and Spanish | conversational German

Skills

Python, SQL, A/B Test, Behaviour Analytics

EXPERIENCE

Former Partner and Co-Founder | CONVERSION

JUN 2015 - MARCH 2020, GUATEMALA CITY, GUATEMALA , MEDELLIN, COLOMBIA

- Built a company specialized in marketing and sales automation for real estate developers. Worked on +70 real estate projects and $100 MRR.
- Developed a team of +30 employees across areas of marketing, sales and finance in two countries.
- Created and ran training for +500 employees of various small- and midsize businesses in building digital capabilities for prospecting and sales.

Regional Field Manager | Dimagi, Inc.

NOV 2012 - DEC 2014, BOSTON, USA

- Build strategic alliances and analyze the Latin-American mHealth market in preparation to develop the region's growth strategy
- Negotiated a reduction of 30% for mobile plan costs, allowing a partner organization to increase its community health worker population from 195 to +1,100 - covering a total population of ~1M pregnant women

Sr. Project Manager | Arias Financial Solutions

DEC 2009 - SEPT 2012, WASHINGTON D.C., USA

- Successfully managed $1M acquisition of a software company increasing the company's licensing revenue by $400K
- Conducted financial analysis for the issuance of a $4.2M credit line to a remittance processing company; generating $1M in additional revenues over four years and a 10% ownership stake
- Coordinated product specifications and requirements for features, user testing, marketing, and business development for a prepaid card product

EDUCATION & CERTIFICATIONS

BrainStation | Diploma Candidate, Data Science JUNE 2020

UFM | Masters in Real Estate Development SEPT 2017 - OCT 2019

Georgetown University | Certificate Project Mgt. DEC 2011

Loyola University | Bachelors in Finance JUNE 2006 - MAY 2009

Facebook Blueprint Certified Buying Professional

Facebook Blueprint Certified Planning Professional

VOLUNTEER ACTIVITIES

Global Shapers World Economic Forum | Active Member

JAN 2014