

VICENTE CALVO

Digital Marketing

SUMMARY

Marketing professional with experience driving brand growth, audience engagement, and promotional campaigns in the gaming and service industry. Skilled in content creation, community growth, and creating marketing strategies.

EDUCATION

Bachelor in Arts – Game Development (in progress)

Trinity Western University
2024 – 2028 (expected completion)

Bachelor in Business & Marketing (Completed)

Tecnológico de Monterrey
2019 – 2023

SKILLS

- Brand Development
- Digital marketing
- Community engagement
- Marketing strategy
- Social media strategies
- Content ideation & creation
- Client acquisition
- Analytics reporting & analysis
- Ad campaign management
- Project management & coordination

TOOLS

- Jira
- Unity
- Excel
- Photoshop
- Figma
- Meta Ads
- Google Ads
- Salesforce
- Tableau
- Wordpress

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 vijocalvo@gmail.com

 Vicente Jose Calvo Awad

 Langley, British Columbia, Canada

EXPERIENCE

 **Founder - Publishing/Marketing Support** *MAR 2025 - Current*
Bicho Project | Langley, BC. Canada

- Helped indie game Fugue Shot surpass **3,500 Steam wishlists** in under one month through a multi-platform digital marketing campaign.
- Produced promotional trailers and social media content, including materials presented at the **Gamescom LATAM Showcase**, increasing game visibility and wishlists.
- Developed and executed a **400+ influencer outreach strategy** targeting gaming creators and online communities.

 **Marketing Coordinator** *OCT 2024 - Current*
Life Skills Therapy | Langley, BC. Canada

- Increased Instagram reach to a consistent **50,000+ monthly viewers** through content strategy and social media management.
- Helped increase active membership to **100+ concurrent members**, tripling memberships in a year.
- Implemented customer retention strategies, achieving a **79% member retention rate**.

 **Strategy Coordinator** *DEC 2023 - AUG 2024*
Channel Factory | Mexico City, Mexico

- **Supported several YouTube ad campaigns** for brands such as McDonald's, Starbucks, and Dairy Queen.
- **Built and managed** targeting lists used in **Google Ads** strategies.
- Created and revamped **client-facing decks**, outlining marketing campaigns.

 **Product Trainee** *FEB 2023 - JUL 2023*
Digital FEMSA | Mexico City, Mexico

- Tracked and reported OKRs, enhancing organizational alignment and goal achievement.
- Created diagnostic presentations **identifying UX pain points** and **usability flow**.
- **Collaborated** with the developer team to **improve app usability**.

 **Digital Transformation Trainee** *AUG 2022 -FEB 2023*
Coca-Cola FEMSA | Mexico City, Mexico

- Executed a customer repurchase strategy, **growing sales by 4%** in one month and **12% in 6 months**.
- Planned a **client acquisition campaign** through branded stands to increase digital platform users.
- Managed company-wide reports, distributed to **200+ employees**.