

Mauricio Cárdenas Vélez

Marketing Director | Brand Strategist | Web Ecosystems | Audiovisual Communication



✉ hola@mauro.com.co ☎ (+507) 6408-4030 📍 Cali, Colombia. Open to travel / Relocation

My professional journey has evolved toward a comprehensive approach where identity, communication, and technology converge in the purpose of strategy.

My approach is structured around **four key pillars**:

Brand Design + Visual Identity

Strategic identity development built from the value proposition.

Filmmaker + Video Editor

Concept development and creation of audiovisual narratives that generate impact.

Programming + Web Ecosystems

UX/UI development. Digital architecture focused on design and functionality.

AI Agents + Automation

Implementation and design of fully automated funnels.

Professional Experience ▶

Some Notable Achievements

📅 JUL. 2024 >> NOV. 2025

Raspa Games

Marketing Director
Permanent Contract / On-site (Panamá)

I Led a multidisciplinary team in planning and executing high-impact campaigns, integrating TV, radio, influencer marketing, and digital ecosystems.

📅 JAN. 2023 >> JUL. 2024

SKG Tecnología

Senior: Graphic + Video + Web
Permanent Contract / On-site (Bogotá)

Developed highly detailed technical Power Point .PPT presentations integrated into contractual and public bidding documentation, serving a niche market of governments worldwide.

📅 JAN. 2022 >> DEC. 2022

BPO Holding

Graphic + Web + Webmarketing
Contract x Hour / Remote (Brasil)

Developed the brand identity of an AI-driven digital personality for preventive and hospital medical care, based on strategic brief and brand DNA.

📅 FEB. 2017 >> JUN. 2020

Hospimedics

Web Marketing Coordinator
Contrato Fijo / Presencial (Bogotá)

I Led the complete renewal of corporate visual assets, including branding, catalogs, e-commerce platforms, web marketing, landing pages, and POP materials.

📅 MAR. 2017 >> JUL. 2017

Davinci Tech (Google Partner)

Web Designer / Developer
Project Contract (Bogotá)

Created interactive prototypes to redesign the website, improving user experience, load speed performance, and navigation flow.

📅 DEC. 2015 >> JUL. 2016

Up Atlanta

Graphic & Web Designer
Permanent Contract / Remote (Bogotá)

Led the conceptual and original development of an advertising campaign in Atlanta for a major home and family products company.

📅 JAN. 2014 >> DEC. 2015

By All Graphic

Graphic & Web Designer
Permanent Contract / On-site (Medellín)

Senior designer and front-end/back-end layout lead for a large-scale e-commerce platform; webmaster and social media administrator.

📅 JAN. 2011 >> DEC. 2011

Instituto CETASDI

Graphic & Web Design Instructor
Part Time / On-site (Antioquia)

Designed and delivered applied branding and graphic design courses, enabling adult learners to internalize core strategic and visual communication principles.

📅 JUL. 2010 >> DIC. 2013

La Palomera Studios

Director & Creative Lead (CEO)
Contract Agency (Bogotá)

I Led development of interactive multimedia experiences and video games, combining 2D animation within 3D environments using multiple programming languages.

📅 JUL. 2007 >> SEP. 2010

Awesome Webmarketing

Project Lead & Senior Designer
Remote (Bogotá)

Managed a team focused on developing innovative and functional websites supported by SEO/SEM campaigns with strong performance outcomes.

📅 SEP. 2006 >> FEB. 2008

Instituto INEC

Graphic & Web Designer
Remote (Cali)

Designed and developed a dynamic web portal for student services management; content creator and webmaster.

Educación ▶ Profesional

Formal &
No Formal

📅 JUN. 2016 >> DEC. 2016

Film School
Black Maria
Scriptwriting & Dramaturgy
Bogotá, Colombia

📅 JAN. 2008 >> MAR. 2009

U. Nacional de Colombia
Specialization in Animation
Bogotá, Colombia

📅 JAN. 2026 >> PRESENT

Domestika
Online
Marketing Action Plan for Freelance Professionals
Cali, Colombia

📅 JAN. 2015 >> MAY. 2015

SENA
Training Action
Video Game Design
Online / Colombia

📅 JAN. 2002 >> OCT. 2006

Corp. Universitaria
Ciencia y Desarrollo
Computer Engineering
Bogotá, Colombia

📅 SEP. 2025 >> PRESENT

Autodidact
Internet + ChatGPT
Automated Ecosystems with n8n + AI
Cali, Colombia

📅 JUN. 2015 >> JAN. 2016

Organization
Condor Blanco
Leadership & Entrepreneurship
Pucon, Chile

📅 JUN. 1998 >> NOV. 2001

Centro Colombiano
Estudios Pro. (FCECEP)
Systems Technology
Cali, Colombia

📅 JUN. 2022 >> DEC. 2022

Coursera + Google
Online
Google UX Design Professional Certificate
Online / Brasil

📅 NOV. 2012 >> MAY. 2013

TEC Center
Audiovisual
Modeling & Rigging in Maya
Medellín, Colombia

LANGUAGES

Spanish **100%**
Portuguese **95%**
English **90%**

Tools & Platforms ▶

Ai ADOBE ILLUSTRATOR

Ps ADOBE PHOTOSHOP

Pr ADOBE PREMIER

AE ADOBE AFTER EFFECTS

Ai ADOBE AUDITION

F FIGMA UX-UI

V VISUAL STUDIO CODE

CP ADMIN CPANEL DNS CONFIG.

W ADMIN & CONFIG. WORDPRESS

P POWER POINT

X OFFICE EXCEL

W OFFICE WORD

SUNO SUNO IA MUSIC

ChatGPT CHAT-GPT TOOLS

n8n N8N OPEN SOURCE

Windows S.O. WINDOWS

Apple S.O. MAC OS X

Google Ads GOOGLE ADS

Some Certifications ▶

🏆 Foundations of User Experience (UX) Design
Google + Coursera
<https://bit.ly/coursera-JUL2022>

🏆 UX Design: Empathize, Define, and Ideate
Google + Coursera
<https://bit.ly/courseraAGO2022>

🏆 Create high-fidelity designs and prototypes
FIGMA: Coursera Project Network
<https://bit.ly/courseraJUL2022>

Outstanding Achievements ▶

C3+d Laboratory: Creation, Culture and Digital Content
Winner for 2 consecutive years in entrepreneurship with the cultural video game Balineras Play.

in <https://bit.ly/in-marketingtres60>

Be <https://bit.ly/be-marketingtres60>

mauro <https://mauro.com.co>

WhatsApp <https://bit.ly/wpmauro>

Proactivity. Creativity. Organization.
Entrepreneurial mindset. Leadership. Teamwork.
Positive attitude. Responsibility. Passion for what I do.