MARIO CHAMORRO
GROWTH MARKETER

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EDUCATION

GROWTH MARKETER
GROWTHX ACADEMY/ 2016

MASTER IN INTERNATIONAL AFFAIRS
COLUMBIA UNIVERSITY/ 2006

MASTER IN PUBLIC ADMINISTRATION
UNIVERSIDAD EXTERNADO/ 2004

BACHELOR OF BUSINESS ADMIN.
UNIVERSIDAD JORGE TADEO/ 2002

EXPERTISE

- GROWTH MARKETING
- MOVEMENT BUILDING
- BUSINESS DEVELOPMENT
- CUSTOMER ACQUISITION
- PUBLIC SPEAKING
- EMERGING MARKETS

SKILLS

- HTML, CSS, JS
- GOOGLE
- GOOGLE ADWORDS
- SEM / SEO
- PYTHON

LANGUAGES

SPANISH
NATIVE SPEAKER

ENGLISH
FLUENT/ BILINGUAL

PORTUGUESE
BASIC KNOWLEDGE

SUMMARY

I am a marketer with a strong entrepreneurial drive and over 13 years of experience. I have a background in growth marketing and movement building that includes growing SOMA messenger from 0 to 40 million downloads, and securing the passing of the International Day of Happiness by the United Nations. I am passionate about using technology to make people happier.

EXPERIENCE

VP OF MARKETING
SOMA messenger, San Francisco / 2015 - 2016

Served as a key member of the executive team charged with formulating and implementing growth strategies in Latin America and MENA region.

- Influenced 10MM downloads within 30 days of launching SOMA messenger. It became the fastest growth messaging app in internet history. As of November 2016, SOMA had over 40MM users worldwide.
- Increased total customer base by 2MM users of SOMA from Latin America and by 150K downloads of PIXY.tv from the Middle East by implementing targeted growth strategies for Colombia, Brazil, Mexico, and Egypt.
- Generated over 45MM free media impressions by identifying and securing business partnerships with government officials, local media, and organizations.

FOUNDER AND EXECUTIVE DIRECTOR
MAKEITHAPPY, NYC / 2012 - 2015

Founded and secured over $1MM for the establishment of MakeitHappy, an organization with a mission to generate social impact through happiness.

- Reached over 80MM people worldwide through influencer marketing campaigns and partnerships developed with more than 35 organizations.
- Mobilized groups of +100K social entrepreneurs around the world through social media campaigns to implement happiness projects in 32 countries.
- Key speaker on happiness at 10 different *TEDx events* internationally; gave a talk at *Google Headquarters*; spoke before a United Nations panel. Lectured at universities including MIT, Harvard, Columbia, and Yale among others.

SENIOR BUSINESS ANALYST
BEST DOCTORS, Boston/ 2009 - 2011

Supported sales and marketing executives for an insurance company specialized in health care management.

- Accelerated sales from $320K to $1.4MM in 23 months by acting on sales metrics.
- Implemented referral programs that secured from 10 to ~500 brokers in Latin America in less than 5 months.
- Increased 45% in employee satisfaction by designing corporate culture initiatives that improved employee's behaviors towards accountability and happiness.

SENIOR ANALYST
MARCO POLO NETWORK, NYC/ 2008 - 2009

CONSULTANT
LONDON ECONOMICS, Boston/ 2007 - 2008

SENIOR ADVISER
PRESIDENCY OF COLOMBIA, Bogotá, Colombia / 2002 – 2004