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# LUIS BUTTEN

## CONTACT

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Website. [butten.mx](http://butten.mx)

## PROFILE

I'm a marketing professional that has worked with brands from different industries, such as luxury, finances and consumer goods. I also have experience as a project manager, coordinating teams, and managing accounts and cash flows. This has allowed me to consult businesses, redefine their strategies and improve the return on their investments.

I am a committed, responsible, organized and goal-oriented individual. In addition, someone adaptable, a fast learner and, more importantly, someone who simply solves problems.

## LANGUAGES AND TECHNICAL SKILLS

### Spanish

Mother tongue



### English

Bilingual - TOEIC: 980 points



### French

Fluent - DALF C1: 65.5 points



### Portuguese

Fluent - CELPE-Bras:  
Higher intermediate level



Word, Excel and PowerPoint  
Excellent use

## EDUCATION

Master in Business Administration  
Aug. 2012 - Dec. 2014

B.A., "cum laude," in International Marketing  
Aug. 2006 - Dec. 2010

Universidad Regiomontana  
ESC Rennes School of Business  
Student exchange semester, in France, in 2014.

Universidad de Monterrey  
International commerce was the minor.  
Universidad Católica de Córdoba  
Student exchange semester, in Argentina, in 2008.

## EMPLOYMENT HISTORY

Social Media Strategist  
Feb. 2015 - Today

Elevation Studio  
[elevation.com.mx](http://elevation.com.mx)  
Tasks: To establish the online marketing strategy of our customers; to lead and optimize Google, Facebook and YouTube campaigns managing an average monthly budget of \$240,000 MXN; to make forecasts; and to analyze and present results.

COO  
Sep. 2011 - Jan. 2015

BANG!  
[bangbang.mx](http://bangbang.mx)  
Tasks: To establish the work procedures of the branding and web departments; to supervise and manage work; to be the account executive. Until Dec. 2013: in charge of bookkeeping, financial planning, invoicing and payments. From Nov. 2014 to Jan. 2015: in charge of developing the digital marketing department.

## ACHIEVEMENTS

Certifications in Google AdWords and in Google Analytics (Dec. 2014 - Today)  
Scholarship to Academic Excellence (2014, 2013 and 2006 to 2010)  
Mention in the Official Journal of the State of Nuevo León (May 2011)

## EXTRACURRICULAR ACTIVITIES AND INTERESTS

ATP Monterrey Open 2015  
Volunteer at the box office (October 2015).  
Instituto Español de Bioneuroemoción  
French-Spanish interpreter of "Le décodage dentaire," by Dr. Christian Beyer (Sep. 2015).  
Author of Biorigenes.com  
Popular science blog (July 2013 - Today).  
WTA Monterrey Open 2013  
Volunteering ball boy (March and April 2013).  
Interests  
Languages; current political, economic and scientific events; history; and Greek mythology.

## REFERENCES

Available on <http://butten.mx/en/references>