



JEAN BALZÁN

Marketing Manager | Brand Strategy | Marketing Transformation | Business Design

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PROFILE

For the past **14+ years**, I've worked at the intersection of brand, business, and operations. I've led brand strategies for global, regional & local organizations, designed marketing operating models, directed transformation processes, managed large-scale rebranding programs, and helped teams connect strategy with execution.

I'm interested in **building systems where brands can grow consistently**. That's why my experience combines Brand Strategy, Marketing Strategy, Marketing Operations, Customer Experience, Business Design, Go-to-Market Strategy, and Marketing Transformation.

ACHIEVEMENTS

	Go-to-Market & Marketing Transformation Redesigned the marketing operating model for a 64-person team and 7 agencies , enabling structured execution, improving prioritization, and supporting a shift from reactive to strategic delivery (~ 35% demand reduction target).		Performance Optimization & Capacity Management Built & implemented performance tracking and capacity planning systems , reducing workload by 40% and enabling data-driven prioritization and execution across 24+ team members.		Product & Brand Growth Strategy Led product positioning and 360° go-to-market strategies to reposition brands , increase relevance among target segments, and drive engagement across multi-channel ecosystems.
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EXPERIENCE

MCCANN WORLDGROUP

Marketing Transformation – External Advisor

Madrid, España
09/2025 - 03/2026

For Banco de Bogotá (via McCann): redesigned marketing operations, governance, and capacity planning to scale execution and decision-making.

- Led an audit of a 64-person Marketing organization and its 7 agency partners, identifying structural inefficiencies across governance & workflows.
- Designed and implemented a target operating model, redefining campaign typologies, ways of working, SLAs, and end-to-end delivery processes.
- Built a centralized intake and prioritization system, including the design of a Strategic Planning Committee to improve planning quality.
- Standardized campaign tracking through a unique ID taxonomy and lifecycle management system, piloted across 258 campaigns.
- Developed an end-to-end Marketing Dashboard enabling full visibility of projects, priorities, ownership, and operational status.
- Introduced capacity planning and workload tracking across teams and agencies, enabling data-driven allocation and reducing operational saturation.
- Enabled new operating rhythms and laid the foundation to reduce inbound demand by ~35% and shift the team from reactive execution to strategic planning.

DAVIBANK

Brand Transition & Integration Manager

Bogotá, Colombia
06/2025 - 08/2025

Scotiabank’s Confidential Program: Led & ensure Legal Day 1 integration across all customer-facing and operational assets

- Led the end-to-end brand transition program for the bank’s rebranding to DAVIbank Colombia, under strict NDA and regulatory timelines (LD1).
- Owned cross-functional program governance, coordinating Digital, Physical, and Operational rebranding workstreams as the central orchestration layer.
- Defined and executed a phased delivery roadmap aligned with regulatory milestones, prioritizing LD1 readiness and subsequent LD1+30 / +60 / +90 / +180 waves.
- Reported weekly progress, risks, and mitigation plans to Davivienda Group, enabling timely executive decisions and safeguarding delivery.
- Managed a lean core team of three workstream leads, driving prioritization, decision-making, and dependency resolution across the program.
- Built and maintained the program’s single source of truth through a rebrand inventory tracker covering all brand, legal, design, and documentation assets.
- Aligned key stakeholders across Product, Technology, Segments, Real Estate, Legal, and other areas to capture requirements and sequence delivery.
- Oversaw execution across digital properties, physical branches and collateral, and operational documentation to ensure brand consistency across all customer and internal touchpoints.

SCOTIABANK

Brand Strategy Director

Bogotá, Colombia
03/2024 - 06/2025

Developed and implemented the bank’s overall brand positioning strategy

- Created and executed a 1- to 5-year brand plan**, forecasting growth and positioning strategies for the future.
- Defining attributes and key territories** across all segments (from CFC to SWM, including Corporate), in close collaboration with cross-functional Marketing teams and key stakeholders.
- Integrated strategic planning for Commercial Accelerators, BAU Paid Media, and Always On campaigns, ensuring consistency and alignment with overall objectives.
- Contributed to the creation of the annual Media Planning, aligning the communication roadmap with established Media Principles.
- Spearheaded the brand positioning strategy for CFC, ensuring alignment with the bank’s long-term vision and goals.
- Designed and executed a comprehensive social media strategy**, establishing communication guidelines based on data-driven insights and trends.
- Led the WOW processes within the team, optimizing available resources to enhance output quality and efficiency.
- Identified and delivered **innovative and sustainable strategic solutions**, focusing on comprehensive communication and long-term impact.
- Managed team workload and performance using prioritization dashboards to ensure optimal resource allocation and timely delivery.
- Led the development and delivery of confidential business reports, safeguarding sensitive information, including customer data and proprietary systems.

Marketing Strategy Lead

03/2021 - 03/2024

- Led team work processes, optimizing resources to enhance product quality and efficiency.
- Developed **cross-channel communication strategies based on data**, ensuring proper utilization of the OESP.
- Identified culturally relevant opportunities (both on and offline) to integrate into the bank’s value proposition.
- Streamlined Marketing team workflow, prioritizing tasks to improve overall efficiency.
- Fostered collaboration with stakeholders to innovate and challenge the status quo, creating integrated communication solutions.
- Designed **innovative and sustainable strategic communication models**, aligned with business objectives.
- Analyzed the competitive landscape to develop differentiated communication strategies, positioning the bank as a digital adoption leader.
- Managed and led creative, digital, and media agency** collaborations (Team RED) through weekly requests.



EXPERIENCE

MEDIACOM

Regional Digital Director

Bogotá, Colombia

11/2020 - 03/2021

Leading the team for the operation of P&G LADMAR (CAM, Caribe, EC, UY, PY, BO)

- Led the account management team in crafting cross-media digital strategies, addressing business challenges through precise digital ecosystems and tailored KPIs.
- Delivered **innovative solutions to support P&G's regional needs** and objectives.
- Provided direct support to the P&G Regional team, offering insights on digital media buying, growth opportunities, target analysis, and business performance.
- Developed **comprehensive digital strategies** (SMM, SEM, iVideo, Programmatic) to align with client business goals, managing budgets exceeding \$9MM.
- Managed **daily client interactions**, fostering a trusted relationship while guiding digital media buying strategies.
- Directed strategy execution, optimizing efficiency and ensuring KPIs were met, while coordinating cross-functional teams.
- **Designed business reviews** to assess brand digital performance, uncover insights, and enhance tactical execution.

amp&go

New York, USA

LatAm New Business Consultant

04/2020 - 11/2020

Data-driven influencer marketing campaigns

- **Led new business development efforts across Latin America**, identifying and securing high-value opportunities to expand the agency's client portfolio.
- Designed tailored influencer marketing strategies to meet regional client needs, aligning campaigns with business objectives and target demographics.
- **Built strong relationships with potential clients**, understanding their brand vision and delivering innovative influencer-led solutions that drive engagement and business growth.
- Conducted **market analysis to identify trends, opportunities, and competitive landscapes**, positioning amp&go as a leader in the influencer marketing space.

FINDASENSE

Bogotá, Colombia

Regional CX Engagement Lead

02/2020 - 04/2020

Focused on three key areas:

- **Enhanced Customer Care Capabilities:** Collaborated with the global support team (Sprinklr) and internal stakeholders to automate FAQs, streamline case assignments, and prioritize high-impact inbound mentions, improving team efficiency.
- **Optimized Influencer Marketing Campaigns:** Developed a more strategic approach to influencer campaigns, implementing a structured funnel, stage-based activation, KPI tracking, and cost-reduction strategies to increase ROI.
- **Strengthened CRM Strategy:** Worked with the global support team to integrate Salesforce with Sprinklr, consolidating customer data into one platform, reducing SLAs, and enhancing reporting across all LCBU regions.

Regional CX Strategy Architect

08/2018 - 02/2020

Expanded my impact beyond product-focused needs to serve Key Accounts and the Public Affairs department

- **Strengthening PAC services** by leveraging resources to maximize results for clients in Latin Center.
- Leading regional campaigns such as World Without Waste (WWW), Emprendamos Junt@s, and Agua Por El Futuro.
- **Spearheading the Corporate Reputation campaign for Latin Center**, enhancing agency integration to improve effectiveness and reduce timelines.
- Driving **performance marketing campaigns** focused on transactionality for Key Accounts across portfolio brands.

CX Engagement Architect

03/2015 - 08/2018

Led the Engagement layer with a local team of 5

Managing the entire beverage portfolio, CRM integration (Salesforce with social data), crisis management, trend alerts, and database unification for influencers and detractors.

- **Led the Engagement area for the 2018 FIFA World Cup campaign**, optimizing real-time operations and integrating media partners across markets.
- Successfully executed and standardized the Sprite #BornToRFRSH campaign across all Latin Center markets.
- Contributed to the **global implementation of Holacracy** at Findasense, sharing insights and gaining valuable knowledge.
- **Planned and executed Paid Media campaigns** for social media in Colombia.

Superfan Manager

09/2014 - 03/2015

- Developed strategic influencer marketing solutions to enhance The Coca-Cola Company's digital brands presence.

EIKON DIGITAL

Bogotá, Colombia

Social Media Manager

02/2014 - 09/2014

- Managed social media presence and community engagement for diverse client portfolios.

ANALITICOM / MASHUP AGENCY

Caracas, Venezuela

Content Creator & Influencer Marketing

01/2013 - 02/2014

- Created engaging content and managed influencer marketing initiatives to drive brand awareness.

TWITRADIO / CLICKCHE / ACTIVA / SONORA

Caracas, Venezuela

- Executed various operational and creative roles within the radio broadcasting industry.

LANGUAGES

Spanish	English	Italian
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EDUCATION

EUDE Business School

Madrid, España

Master Internet Business

06/2022 - 04/2023

Universidad Rafael Belloso Chacín (URBE)

Zulia, Venezuela

Industrial Engineer

06/2005 - 12/2009