

Javier Luna



Marketing & Sales Manager
Digital Manager
Growth

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Select (download portfolio)
- Guayaquil - Ecuador

Summary - About me

Entrepreneur and creative leader with over 20 years of experience in marketing, advertising, digital transformation, and brand strategies. Specialized in designing and executing impactful campaigns that deliver tangible results, I have led multidisciplinary teams and managed projects that have driven brand growth in sectors such as real estate, retail, food & beverage, and telecommunications.

My approach combines creativity, strategy, and proven execution, backed by a track record of achievements including the successful launch of startups, exponential sales growth (up to 500% in some cases), and the management of multimillion-dollar accounts (USD 20M annually). I am passionate about innovation and continuous learning, always staying up-to-date with the latest trends in digital marketing and digital transformation.

Education

- Bachelor of Marketing and Advertising • 2023-2025
Casa Grande University
- Diplomate of Business and Digital Markets • 2023
Partners Academy
- Google Certifications (skillshop) • 2024
Ecommerce
Google ADS
Google Analytys
- MetaAds (BluePrint) • 2024
Media Planning Professional
- HubsPot (Seo/Sem) • 2025
- Google Project Management (Coursera) • 2024

Experience

- CompraVendeAlquila.com (Real Estate Startup Latam)
CMO - CEO 05/2023- Present
 - Led the successful launch of the platform in its BETA phase, exceeding quarterly registration targets for real estate agents.
 - Designed and implemented digital marketing strategies (Meta Ads, Google Ads, LinkedIn Ads, SEO/SEM) that drove marketplace growth.
 - Developed Freemium commercialization plans and established strategic alliances with real estate associations and industry leaders.
 - Trained real estate agents in digital marketing and sales, improving their lead generation effectiveness.
 - Collaborated in the creation of an exclusive CRM based on market research to optimize lead acquisition and management.
- CEO & Founder 11/2017- 07/2023
Grupo Bro (Santo Mani, Brasa Bro, Chimichanga)
 - Founded and managed three successful restaurants in Guayaquil, developing their brands, corporate identity, and marketing strategies from scratch.
 - Implemented innovative advertising campaigns and established sponsorship agreements with brands such as Bankard, Eljuri, and Coca-Cola.
 - Achieved BrasaBro as the most profitable brand in Puerto Plaza, outperforming 15 competitors.
 - Successfully participated in fairs like Racies, increasing brand visibility and sales.
- CEO and Founder 12/2011 - 07/2017
Huella Publicidad (360° Advertising Agency)
 - Led a team of 8, managing key accounts such as Natures Garden, Oriental, Hotel Ramada, Secretaría del Mar (Ecuadorian government), Berlitz, Acromax, Mi panadería Mi comisariano, among others.

Skills

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Growth And Acquisition
- Leadership
- Marketing and advertising strategies
- Digital transformation and growth hacking
- Multidisciplinary team management
- Digital campaigns (Meta Ads, Google Ads, LinkedIn Ads, SEO/SEM)
- Brand creation and corporate identity
- Multimillion-dollar account negotiation and management
- Strong Presentantion and Communication Skills

Languages



- Designed and executed creative campaigns that generated new accounts and increased revenue for Huella Publicidad.
- Established a strategic alliance with QueHacerHoy, boosting visibility and sales by up to 500% for associated businesses.

● **General account and OOH Manager** 10/2008 - 11/2011
Regional Accounts Director
MPG/ Havas Media

- Managed Ecuador's largest advertising account (Porta/Claro - Telecommunications), with an annual budget of USD 22M. During this period, Porta/Claro was the highest-billing company in the country, with annual revenues exceeding USD 1.4 billion.
- Negotiated and optimized media investments (TV, radio, print, OOH billboards) for clients such as Hyundai, Kia, LAN, and Hasbro. Conducted multiple meetings with stakeholders from the multinational network in São Paulo and Frankfurt to align strategies and ensure successful campaign execution.
- Collaborated with Havas Media's global network, ensuring goal achievement and driving revenue growth.

● **Account and Media Manager** 06/ 2006 - 09/2008
Puromate

- Managed key accounts such as Electrocables, Quicornac (Sunny and Refresh), Porsche, Hampton INN, San Carlos, among others exceeding revenue targets.
- Negotiated annual contracts with ATL and BTL media, optimizing ROI for clients.
- Acquired new accounts with creativity, strategy that drove agency growth.

● **Account Executive - Media** 03/2001 - 05/2006
Tactica Publicitaria - DDB

- Managed national and international accounts such as Almacenes Boyacá, Unipark, AFP Genesis, and Visa International.
- Developed media strategies that maximized reach and effectiveness of advertising campaigns.
- Creativity - Media

Key Achievements

- Successful launch of Compravendealquila.com in its BETA phase, exceeding quarterly targets.
- Achieved 500% sales growth in sales QueHacerHoy
- Managed multimillion-dollar accounts (USD 20M annually) at Havas Media.
- Founded and grew three successful restaurants in Guayaquil.
- Founded and grew my own advertising agency with successful

References

Carlos Flores
CEO - Kallpa Guayusa
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Daniela Ubilla
Production Manager - Maruri
Phone: 593 998275117

Michelle Benitez
Marketing Manager - Crecos
Phone: 593 991812864