

MATÍAS RENÉ AMUNÁTEGUI BUCARAM

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EXECUTIVE SUMMARY:

Creative Digital Strategist bridging digital design and marketing. A problem solver with a sharp eye for content performance with storytelling and analytics. I merge creative execution with business outcomes, thrive in fast-paced teams, and bring moonshot thinking to every challenge. Fluent in English and Spanish.

EDUCATION:

IE BUSINESS SCHOOL

Madrid, Spain

Master's Degree in Digital Marketing and Analytics

September 2023 - July 2024

- CX | GA4 | Tag Management | Owned/Paid Media | Quant/Quali | Data Analysis | CRM | SEO | SEM

UNIVERSIDAD DEL DESARROLLO

Santiago, Chile

Bachelor's Degree in Digital Design

March 2012 - December 2016

PROFESSIONAL EXPERIENCE:

Creative Strategist & Director (Freelance) Santiago, Chile - Houston, Texas - Madrid, Spain, Remote

Project Manager, Consultant, Motion Graphics, UX/UI, SEO/SEM, Designer

Dec 2019 - Present

- Overhauled [TecnoClean](#)'s website (UX, SEO, SEM), boosting performance and B2B lead-gen; lowered CPC by 40%, increased CTR by 5%, and improved tracking + conversion flow and established new KPIs to track.
- Produced performance-driven VFX Meta ads for [Acquisition.com](#), driving a +15% CTR lift across [Skool](#) & Workshop campaigns. Led creative development and retargeting visuals using UGC/testimonial edits.
- Directed [TEDx IE Madrid](#)'s branding, producing content calendar, visual system, and campaigns—boosting follower growth by +26%. Mentored team members on SSM and promoted the event that was sold out.
- Consulted for [Libree](#) on UX and web design. Set social media KPIs, improved landing page CTR by +5%, and increased navigation by +10% while optimizing the UX of the application.
- Mentored [Betterfly](#)'s UI team, aligning cross-team communication and streamlining flows—achieving +20% team productivity and assisted with visual animation for clear communication within the team.
- Directed [Studio Taka](#) & [Comics Explained](#) motion comics—leading visual style, narrative development, and talent coordination. Produced storyboards, pioneered AI workflows, and automated production pipelines—cutting timeline by 60% and growing YouTube reach to +13M views and +450K followers.
- Managed social media content creation for Claudio Orrego's successful [Regional Governor Campaign](#), overseeing the campaign's Meta Business Suite and the design and development of targeted ads with consistent brand image. Achieved +700k follower growth across all social media platforms in 3 months.
- Recruited as Creative Director for [B2O](#)-led collaboration between [Visa](#), [Resilient Cities Network](#), and 9 South American CEOs. Led a 5-person team to generate engaging visual presentations, coordinated custom guidelines for each CEO's filming, designed CX for events drawing +300 attendees, achieving a 20% cut costs and finished 2 weeks ahead of schedule.

Voxline (Digital Retail Advertisement Company)

Santiago, Chile

Creative Team Manager (Content Creation, Client Acquisition | [Voxline](#))

Mar 2017 - Dec 2019

- Coordinated a 10-person team, designing and supervising content animation for 200+ retail displays.
- Contacted and secured new projects by proposing to leads and clients, resulting in secured contracts.
- Motivate and organized staff, resulting in improved workflow and productivity of 25%

SKILLS:

- **Hard Skills:** Adobe Suite | MS Excell | Figma | Python | Maya 3D | HTML & CSS | Arduino | GA4 | SEM
- **Soft Skills:** Strategic Thinking | Creative | Team Focused | Problem-solving | Curious | Empathy

MAJOR PROJECTS:

- Co-founded and led art direction at Jesters' Abyss, a music and multimedia studio based in Chile.

OTHER INTERESTING INFORMATION AND HOBBIES:

- Over 70 hours of single-engine flight experience | Band Moebius | PADI certified | Worldbuilding | Theater | Cinema | Football | Game Design | Space and Science | Dungeon Master in D&D