

Toño Hernández

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•-connecting the dots between people, technology, and marketing & communications -•

-15 years of hands-on experience in Marketing & Communications, Growth and Demand Generation, plus Product Marketing roles.
Passionate about the why-how-what we are doing, I advocate for stories but keep focus on data and revenue.

Experienced in High-Tech (Semiconductors, IT, Software, SaaS) + FinTech (Payments, BNPL) + Retail and Consumer industries alongside high-tech Fortune 500 companies, large corporations, boutique agencies, and rapid-growing startups.
From time to time, I teach college students, mentor entrepreneurs, and coach businesses.

My unique background couples both technology understanding (due to my BS in Electronic Engineering) and business skills (combining an MBA plus some Retail, MKT, and UX diplomas and certifications) together with cutting-edge methodologies (Design Thinking, SCRUM, or LEGO® SERIOUS PLAY® method).

FULL: [linkedin.com/in/yoSoyTono](https://www.linkedin.com/in/yoSoyTono)

EXPERIENCE

- 📌 **HEAD OF GROWTH & MARKETING, LATAM @ Otter** / SaaS / **MAY 23 - CURRENT**
Honing growth engines and market expansion for Latin America region by driving growth hacking strategies for paid, earned, shared, and owned media to improve business revenue across the funnel.
- 📌 **HEAD OF GROWTH & MARKETING @ graviti** / FinTech: BNPL / **APR 22 - APR 23**
Built the growth engine by scaling both customer and merchant bases while taking care of our key growth areas: acquisition, content & comms, as well as brand and PR & events initiatives.
- 📌 **INTEGRATED MARKETING COMMUNICATIONS (IMC) MANAGER @ NXP** / semiconductors / **MAY 17 - APR 22**
Boost mass-market Demand Generation for high-tech products and solutions, outlining the Automotive Processing's storytelling plan across distribution channels, internal & external communication outlets, and nxp.com/autoMCU
- 📌 **MARKETING COMMUNICATIONS (MarCom) MANAGER @ Clip** / FinTech: POS / **JUL 15 - APR 17**
Managed marketing, communications, and brand assets for our mobile payments product to scale both customer and merchant bases while focusing on user-oriented storytelling and customer experience, plus our operational needs.
- 📌 **STRATEGY MANAGER @ WULF** / advertisement / **JUL 14 - JUL 15**
Set direction for both the organization and our creative staff to generate more value and revenue by overseeing paid, owned, and earned media plans.
- 📌 **DIGITAL MARKETING MANAGER @ Grupo CARSO** / retail / **FEB 13 - JUL 14**
Monetized the digital presence of Sanborns by streamlining its web, email, and mobile outlets.
- 📌 **DIGITAL & WEB MARKETING MANAGER @ Freescale** / semiconductors / **NOV 10 - DEC12**
Expanded the online presence of the IMM MCU portfolio at freescale.com plus social media and email to increase awareness and engagement with B2B high-tech global customers.
- 📌 **WEB EDITOR @ Hewlett-Packard** / software / **MAR 10 - NOV 10**
Developed the HP Software & Solutions web product portfolio at hp.com
- 📌 **KEY ACCOUNT EXECUTIVE @ MarCom Logix** / advertisement / **APR 09 - MAR 10**
Strengthened business relationships with strategic technology clients to increase revenue.
- 📌 **WEB MARKETING MANAGER @ Freescale** / semiconductors / **MAY 08 - APR 09**
Expanded the online presence of the SASD portfolio at freescale.com, plus social media and email to increase awareness with B2B high-tech global customers.
- 📌 **IT SUPPORT LEAD @ Hewlett-Packard** / software / **MAY 07 - MAY 08**
Assured delivery of mission-critical global business services for internal teams.
- 📌 **PRODUCT ENGINEER @ Flextronics** / manufacturing / **JUN 05 - MAY 07**
Managed the PLC through the manufacturing processes while overseeing customer expectations.

I am a bit of a nerd

BACKGROUND

FinTech

Master @ AMI México, 2023

Social Innovation

Master @ Learning by Helping, 2021

BUSINESS ADMINISTRATION

MBA @ ITESM GDL, 2009

ELECTRONIC ENGINEERING

BSEE @ ITESO, 2007

CERTIFICATES:

LEGO® SERIOUS PLAY® Method Facilitator @ AMT, 2021

SCRUM Foundation @ CertiProf, 2020

User Experience (UX) - Marketer Path @ IDF, 2019

Innovation and Design Thinking @ CEDIM, 2019

Search + Display + Mobile @ Google, 2018

Content + Inbound + eMail @ Hubspot, 2017

Product MGMT & MKTG @ AIPMM, 2010

DIPLOMAS:

Narrativa en Podcast @ Ibero CDMX + Spotify, 2021

Science Writing @ Stanford University, 2021

Brand Management @ London Business School, 2020

Marketing & Communications @ IBMI, 2020

Business Foundations @ Quantic, 2020

Design Thinking @ IDEO U, 2020

Creative Writing @ Simulador de Vuelo, 2015

Fashion Marketing @ CENTRO, 2014

Retail Management @ CENTRO, 2013

Strategic Marketing @ CalTech, 2011