

Cristian Mariano Urien

Digital Marketing Specialist - Paid Media & Performance · Content & Social Media

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PROFILE

Digital marketing specialist with **5+ years across performance marketing and content**. Hands-on with **Meta Ads and Google Ads**; grew the Instagram channels of **3 brands**, producing Reels and video edited in **CapCut and Adobe Premiere Pro**. Native Spanish · fluent English.

EXPERIENCE

Marketing Manager — Product Marketing & Growth

2022 – Present

KYKUYO / SoLAR - location-based AR mobile game (beta), Singapore · kykuyo.com

- Ran paid user acquisition on **Meta Ads and Google Ads**: audience segmentation, creatives, A/B testing and CPI optimisation, reaching **4,419 players across 122 countries** in beta.
- Managed the brand's social media end to end: **Reels, stories, content series** and partnerships with brands and NGOs.
- Produced **video trailers and short-form video** (CapCut, Adobe Premiere Pro); analysed performance with Apache Superset.

Founder — Product & Growth

2025 – Present

Hockia — networking app for field hockey (own project) · inhockia.com · iOS & Android

- Built and launched the app **end to end** (frontend and backend, AI-assisted development), plus the website and landing pages.
- Grew to **300+ real users with 48.1% WAU/MAU stickiness**, 100% organic, running the Instagram channel.

Digital Marketing & Social Media Planner

2021 – 2022

GreenDay - eco-friendly e-commerce on Shopify, Singapore & Malaysia

- Managed digital marketing across two markets: **330+ posts** on Instagram and Facebook, **SEO/SEM, Google Ads, email marketing, influencer campaigns** and CRM (Zoho).

Demand Planner - Avon, Argentina

2015 – 2017

Demand forecasting and stock planning, working with sales and marketing.

EDUCATION

Bachelor's Degree in Marketing - UCES University, Buenos Aires

2014 – 2019

SKILLS

Paid Media & Performance: Meta Ads (Facebook & Instagram Ads) · Google Ads · User Acquisition · A/B Testing · CPI & Conversion Optimisation · SEO/SEM · Email Marketing

Content & Social Media: Instagram · Reels & Stories · Video Editing (CapCut, Adobe Premiere Pro) · Graphic Design (Photoshop, Canva, Figma) · Community Management · Influencer Campaigns

Product & Web (AI-assisted): Product Strategy · Websites & Mobile Apps · AI Development (Codex, Claude Code)