

DIEGO CHUECOS

Copywriter | Communication Specialist | Creative Storyteller | UX Writer
diegochuecos@gmail.com | www.linkedin.com/in/diegochuecos | EU PASSPORT HOLDER

PROFESSIONAL PROFILE

Bilingual professional with 9+ years of international experience in creative communication, marketing, and project coordination. Skilled at transforming complex data into engaging and effective communication strategies, combining analytical rigor and creativity to deliver innovative, impactful solutions.

CORE COMPETENCIES

Communication & Storytelling

- Bilingual copywriting
- UX writing & microcopy
- Communication campaigns
- Data storytelling
- Design Thinking
- Systems thinking
- Creative conceptualization

Technical Skills

- Figma (wireframes, components, design systems, prototyping)
- Adobe Suite: Photoshop, Illustrator, Premiere
- AI tools (ChatGPT, Gemini, Midjourney)
- CMS: Wordpress, Squarespace
- Spreadsheets (Excel, Google Sheets)
- Data analysis and visualization (SQL, Tableau, R)
- Microsoft 365, Google Workspace, Canva

LANGUAGES

Spanish: Native | **English:** Fluent bilingual | **Italian:** Intermediate (B1/B2 – actively improving) | **Portuguese (BR):** Basic

PROFESSIONAL EXPERIENCE

BILINGUAL COPYWRITER | VML Miami | 04/2024 - 06/2025 | United States

Developed international communication campaigns, integrating data and insights to create effective strategies. Coordinated with creative teams and account managers to ensure consistency and impact across activities. Clients: Wendy's, Colgate, Sherwin-Williams.

ADVERTISING COPYWRITER | DDB Colombia | 10/2021 - 02/2023 | Colombia

Created concepts and communication campaigns, turning research insights into impactful messages. Supported the planning and execution of communication strategies for multiple stakeholders. Clients: Claro Colombia, Avianca.

SR. COPYWRITER | MullenLowe Mass | 05/2021 – 10/2021 | Colombia

Identified and interpreted insights to develop integrated campaigns.
Coordinated with cross-functional teams to ensure cohesive communication.
Clients: KFC, Hawaiian Tropic, Schick, Banana Boat, BullDog.

CREATIVE COPYWRITER | Team Remoto | 11/2020 – 05/2021 | Remote

Supervised and mentored creative teams, ensuring deadlines and quality standards.
Managed projects for international clients: Bancolombia, Hyundai.

MARKETING MANAGER | ESCUELA DE ARTE GASTRONOMICO | 11/2019 – 11/2020 | Argentina

Applied analytics and user data to optimize communication and improve campaign effectiveness.
Managed events and promotional activities with a focus on community and education.
Designed, planned, and launched new training programs, coordinating communication, promotion, and student engagement.

PRODUCT DESIGNER | ZEAL LAB | 01/2017 – 06/2019 | Remote

Designed and developed products from concept to launch, coordinating suppliers and production processes.
Focused on user-centered and sustainable solutions.

EDUCATION

BACHELOR'S DEGREE IN INDUSTRIAL DESIGN | Universidad de Los Andes | Venezuela | 2016

POSTGRADUATE DEGREE IN BRAND DESIGN & MANAGEMENT | Universidad de Buenos Aires | Argentina | 2018

UX DESIGN CERTIFICATION | Google | 2025

DATA ANALYST CERTIFICATION | Google | 2025

SUSTAINABILITY TRANSFORMATION FOR LEADERS | LinkedIn | 2025

CREATIVE MEGAMACHINE AND ART DIRECTOR PROGRAMS | The Audacious School of Astonishing Pursuits | 2025

DIPLOMA IN ADVERTISING CREATIVITY | Escuela Superior de Creativos Publicitarios | Argentina | 2021

Additional courses: Artificial Intelligence | Sustainability and ESG | Public Speaking | Creative Writing | Organizational Leadership | Systems Thinking

AWARDS & RECOGNITIONS

1 Gold, 2 Silver, 1 Bronze – Clio Sports Students 2023

1 Bronze – FIAP Students 2023