Pablo Torres

Digital Content and Marketing Coordinator | Demand Generation, Paid Media and Analytics for the Impact Sector

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Professional Summary

Digital marketing professional with 15+ years in communications, including 10 years leading multi-channel campaigns for international NGOs, development agencies and UN bodies (Plan International, GIZ, UNDP). Experienced in paid media, lead generation, organic audience growth, event promotion, email marketing and fundraising, with results measured in Google Analytics, spreadsheets and Python (Pandas). Agency background, graphic design skills and remote teamwork. Bilingual Spanish (native) and English (C1).

Professional Experience

Founder & Digital Marketing Lead Clic Creativos (digital marketing agency for the impact sector) | Quito, Ecuador | Oct 2016 – Present

- **Lead generation:** Run click-to-WhatsApp Meta Ads for two mental health clients (Psico.ec; Tibor Zsamboki, client since 2022). At Psico.ec, 76% of patients (57 of 75) came from social media at about USD 23 each, roughly 12x return on ad spend; set up the WhatsApp intake bot and cut cost per 1,000 impressions by 70% (USD 2.97 → 0.89).
- **Organic audience growth:** For Red Iglesias y Minería, a Latin American advocacy network (2022–2026), diagnosed algorithm penalties and a language mismatch, then roughly doubled monthly organic Facebook reach (about 7,000–10,000 → 11,000–18,000 people, with up to 50,000 monthly views) and grew Instagram video watch time ninefold.
- **Events:** Since 2023, manage the website, registration and paid media for the Smartcity Ecuador summit (4 cities, about 400 attendees per edition). With USD 719 across 50 campaigns, drove 1,000+ unique registrants, about half executives; the executive share rose from 47% to 58%.
- **Fundraising and PR:** Led Operation Smile Ecuador's 100 Sonrisas campaign: full-funnel remarketing reached 51,471 people for USD 112, plus 16 media appearances worth USD 88,942 in earned media. Led Plan International Ecuador's 60th-anniversary campaign (USD 50,000 budget), including a donor book translated into three languages.

- **Product communications:** Turned complex projects into value propositions, books, workbooks and a gamified risk-prevention campaign (Plan International, MIES, Zurich Ecuador).
- **Email and analytics:** Ran Mailchimp newsletters for Smartcity and REPAM; build performance and ROI reports with Google Analytics and Python (Pandas).
- **Leadership:** Lead design, copywriting, video and vendor teams; manage budgets and timelines. Also provide editorial consulting (PADF, Ministry of Education, UNDP Peru pro bono).

Publications Coordinator BOA Estrategia y Comunicación (communications agency) | Quito, Ecuador | Jan 2012 – Dec 2015

- Managed the editorial calendar and production of corporate magazines for Pronaca, Chevron and Ancupa; supervised design and photography teams.
- Supported crisis communication response strategies.

Cultural Journalist Revista Familia, Grupo El Comercio | Quito, Ecuador | Oct 2006 – Jan 2012

- Researched, wrote and edited features and long-form stories for a national magazine.

Education

- Research Master's Degree in Digital Communication | Universidad de los Hemisferios | 2017 – 2019
- Bachelor's Degree in Communication and Literature | Pontificia Universidad Católica del Ecuador (PUCE) | 2002 – 2006

Certifications

- Data Science and Analytics (Python, Pandas) | TripleTen | expected December 2026
- HubSpot Academy certification | expected November 2026
- Diploma in Digital Strategy and Marketing | Pontificia Universidad Javeriana | 2021
- Diploma in Marketing | Pontificia Universidad Javeriana | 2021
- Copyediting | Universitat Autònoma de Barcelona | 2015

Skills

- **Marketing and growth:** demand generation, multi-channel campaigns, audience segmentation, conversion funnels, LinkedIn strategy, copywriting.

- **Paid media and analytics:** Meta Ads, Google Ads, remarketing, SEO/SEM, Google Analytics, Excel and Google Sheets, Python (Pandas).
- **CRM and automation:** HubSpot, Mailchimp, WhatsApp Business bots.
- **Content and design:** WordPress (Elementor Pro, WPBakery), Adobe Photoshop, Illustrator, InDesign, Premiere Pro, generative AI tools.
- **Sector:** international development, humanitarian, human rights, sustainability, fundraising.

Languages

- Spanish (native); English (advanced, C1, Fulbright Commission, 2021)