

Cristian Roy Leyton Amatller

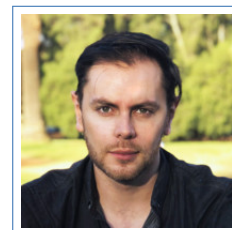
Santa Cruz de la Sierra, Bolivia

+591 73019875

cristianroyleyton@gmail.com

in crisleyton

Date of birth: 17/03/1988



Digital Marketing and Web Development Specialist

Professional Profile

Digital Marketing, Digital Transformation, and Web Development specialist with over 10 years of experience leading communication strategies and digital projects for international organizations and social-impact companies. Recognized **expert in digital marketing** and media positioning, combining **WordPress (Elementor, JetEngine, Divi)**, paid advertising campaigns, and advanced analytics (**GA4, Looker Studio, Microsoft Clarity**). Currently pursuing continuous training in **AI-driven workflow automation (n8n)** and **prompt engineering**, integrating artificial intelligence to optimize digital processes. Proven track record in managing **multidisciplinary teams** in remote and hybrid environments (English/Spanish) and delivering high-impact results in visibility and growth.

Professional Experience

- Mar. 2026–Jul. 2026 **Marketing Director (Department Head)**, *Empresa Boliviana de Alimentos y Derivados (EBA)*, La Paz, Bolivia
 - Designed, structured, and led the corporate marketing and institutional communications strategy across national and international markets, aligning media output with strategic business performance metrics.
 - Directed omni-channel campaigns and brand positioning for high-impact market entry initiatives and retail distribution channels.
 - Coordinated high-profile multimedia campaigns and institutional launches alongside key government officials and industry leaders.
- Jan. 2026–Mar. 2026 **Head of Open Market Operations**, *Empresa Boliviana de Alimentos y Derivados (EBA)*, La Paz, Bolivia
 - Led commercial growth and market execution across traditional, modern, and high-coverage retail channels nationwide.
 - Governed the annual commercial budget, consistently meeting top-line revenue targets, expanding geographic reach, and protecting operating margins.
 - Restructured sales division workflows and cross-functional teams to eliminate operational overlap and maximize field productivity.
- 2019–2025 **Communication, Web & Marketing Manager**, *Tutator International Foundation (Switzerland)*
 - Led the organization's digital transformation and strategic positioning, managing the planning, development, and execution of multiple **WordPress platforms** focused on social welfare initiatives.
 - Directed multidisciplinary teams for multichannel campaigns (web, social media, email marketing) that enhanced the organization's digital recognition and reach.
 - Deployed advanced analytics tools (**GA4, Looker Studio, Microsoft Clarity**) for KPI tracking and continuous improvement.
- 2019 **Social Media Communications Specialist**, *Ministry of Defense of Bolivia*
 - Managed ongoing communication across state channels during national crises, coordinating with military command to provide verified public updates.
 - Planned and administered institutional social media and web presence to strengthen public trust in high-pressure contexts.

- 2018–2019 **Digital Marketing Specialist**, *Leyton Creative Agency*
- Executed digital marketing campaigns on Google Ads and Meta Ads for national and international clients.
 - Developed websites using **WordPress with Elementor, JetEngine, and Divi**, integrating WooCommerce for e-commerce solutions.
 - Managed VPS servers (**Virtualmin and CyberPanel**) from installation and configuration to ensure high-performance environments.
- 2016–2018 **Webmaster / Web Consultant**, *Faculty of Engineering – UBA (SASE), Argentina*
- Responsible for optimization and migration of the Embedded Systems Congress website.
 - Provided continuous web maintenance and support over several annual editions, ensuring stable and functional platforms.
- 2012–2013 **Systems and Communications Analyst**, *Estuquera Cayara*
- Designed the corporate website and optimized internal systems for production control.
 - Configured servers and CCTV systems to support plant operations.
- 2011–2012 **Marketing & Web Designer**, *Hotel Museo Cayara*
- Created branding, digital content, and communication strategies to strengthen the boutique hotel's online presence.

Education

- 2020–2021 **Master's in Digital Transformation and Business Development**, *University of Barcelona*
- 2014–2018 **Bachelor's in Design and Communication Business**, *University of Palermo*
- 2014–2016 **Tertiary Degree in Web Communication**, *University of Palermo*

Key Skills

Digital Marketing	Google Ads and Meta Ads campaigns, SEO/SEM, crisis communication, brand positioning, and social media strategy.
Web Development	WordPress (Elementor, JetEngine, Divi, WooCommerce), HTML/CSS, server management (Virtualmin, CyberPanel).
Analytics	GA4, Looker Studio, Microsoft Clarity, Webmaster Tools.
AI & Automation	Workflow automation with n8n, process optimization through prompt engineering.
Project Management	Remote coordination, agile methodologies, multidisciplinary team leadership.

Languages

- Spanish Native
- English Advanced Professional (IELTS B2, hybrid work experience)

Certifications

- Social Media Strategies – Tecnológico de Monterrey
- Benefits of Social Media – Tecnológico de Monterrey

Awards & Recognitions

- 1st Prize in Pedagogical Projects – University of Palermo (Argentina)
- Speaker at Latin American Advertising Congress – AAA-UP, Buenos Aires