

C.V.

JAI ME PATIÑO RODRIGUEZ

**Strategic Director of Benditos Tigres.
Creative Director of Digital Heart.**

Over 19 years of experience in creating strategies to reach new markets, communication, and sales. Now 99% digital and experience strategist. Creative and constantly updating skills, with complete knowledge of social media platforms and online marketing, capable of generating added value for brands by means of proprietary strategies and initiatives for problem solving, and using available resources to their full potential to achieve the best possible return on investment. Capability and experience in project design and business by traditional media, and especially in digital media, for the development of new products throughout all stages of development and working with all providers. My specialty is digital transformation.



Bachelor's Degree in Graphic Design from Taller 5 (<https://www.taller5.edu.co/>); also workshop courses in light, color, photography direction at Congo Film School (Bogota); a certificate program in Franchises from Escuela de Ingeniería (The School of Engineering); course certificate in Window Dressing from La Salle College; as well as Seminars in Coaching, Digital Innovation and Neuromarketing; participation in Forums and Conventions on Marketing, Publicity and Customer Service.

work

Experience

Benditos Tigres Films

Strategic Director
July 2019 - Present.

Development of digital strategies for the growth of the company, as well as strategies for the development of clients' digital properties.

Digital Heart

Co-founder & Creative Director
June 2015 - Present.

Planning and development of digital strategies and management of the creative team. Responsible for the design and structure of media plans for clients. Development and enactment of corporate identity projects.

GO Digital

Co-founder, Creative Director
April 2014 - June 2015.

Development of digital strategies and management of the creative team. Design and structure of media plans for clients.

Unidad Operadora de Franquicias Marlon Becerra.

Manager of Franchises
April 2010 - February 2014

Development of the franchise format for the company. Strategy for growth and reaching new markets. Commercialization of the brand to achieve expansion through a franchise model. Positioning of the brand at a national level. Marketing strategies for increased sales and to reach the group objective.

Strengthening of resources through the migration from traditional media to digital space. At that stage of the organization, we grew from 10 to 23 locations across the country, bolstering the company in Bogota and growing its service potential, reaching various new target clientele, achieving an overall increase in sales of 50%, and aligning marketing and publicity functions with quality standards and health accreditation.

Unidad de Estética Dental. (Dental Aesthetics Unit)

Assistant Manager of Marketing and Publicity, Manager of Franchises
March 2005 - April 2010.

Creation of the Publicity Department in the company. Development of publicity strategies with an emphasis on the positioning and promotion of the brand. Negotiation and planning with media outlets.

Soles y vientos. (Suns and Winds TV Show)

Executive Producer
November 2009 - December 2012.

Budget management, public relations for the show, negotiation with media outlets for the airing of the program, securing international outlets, and implementing the show's digitization project.

