

# Yozgart Mejía

Performance Strategy / Growth Marketing Leadership / Influencer Ecosystem

WhatsApp: [+52 56 1416 1592](tel:+525614161592)  
Email: [cv@noemejia.com](mailto:cv@noemejia.com)  
Website: [noemejia.com](http://noemejia.com)  
Mexico City & Tizayuca Hidalgo

## EXPERIENCE

### Head of Influencers / Project Manager

Level Up a Tencent Company (Hype Games S.A. de C.V.) / June 2022 - March 2026

Owned end-to-end influencer marketing strategy and execution for regional gaming campaigns, from client request to wrap-up reporting, supporting revenue-focused initiatives through data-driven delivery. Led cross-functional teams, managed key client relationships, and built scalable workflows to enhance efficiency, consistently achieving an average campaign performance of 2M+ views, 7.5% engagement rate, and 1.8% CTR across influencer ecosystems, managing monthly budgets ranging from \$5K to \$20K USD.

### Marketing Manager

Huawei Services (Hong Kong) Co., Ltd. / May 2021 - June 2022

Optimized workflows, supplier management, and campaign delivery processes, improving efficiency by 35% and ensuring high-quality execution within complex corporate structures. Led integrated campaigns across paid and organic channels, managing cross-functional teams and vendors to deliver KPI-driven results.

### Marketing & Brand Manager

Marcapps S.A.S. / January 2015 - May 2021

Developed and executed multi-channel marketing strategies for retail and wholesale clients, driving visibility, customer acquisition, and 250%+ revenue growth through innovative initiatives, including AR and 360° VR experiences. Key clients included Coleman Mexico and World Trade Center Mexico City (CIECWTC).

## EDUCATION

### International Relations

Universidad Nacional Autónoma de México (UNAM)

I focused my studies in International Business mainly with Asian countries. I worked part time at China Today Magazine improving my level of Chinese.

**PROJECTS:** Welcome to visit my website at [noemejia.com](http://noemejia.com)

## SKILLS

Leadership / Team player

Data-driven for revenue and performance optimization

## LANGUAGES

Spanish / Native

English / Business proficiency

Chinese / Written business

French / Reading comprehension

## TOOLS

Wordpress & WooCommerce

Monday / Click Up / Slack

Social Media for business

I.A. (ChatGPT / Grok / Claude)

## CERTIFICATIONS

Digital Marketing & Project Management / Google

Company Leadership Keys / IESE Business School

International Marketing in Asia / Yonsei University

Brand Management: Aligning Business, Brand and Behaviour / University of London

Influencer Marketing Strategy / University of New Jersey

Influence: Story telling & changes management / Macquarie University

Artificial Intelligence in Marketing / University of Virginia

Generative A.I. for Marketing / IBM

Cyber Security / Programming Hub