

# Kevin Daniel Yépez

Head of National Marketing I  
Creative Director I Brand Strategist

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## Professional Experience

### Head of National Marketing — IWISH (Aug 2025 – Present)

Responsible for leading national marketing strategy aligned with commercial objectives. Oversee the planning, execution, and optimization of digital and traditional campaigns to maximize ROI. Manage the department's budget, negotiate with vendors, and ensure resource efficiency. Supervise a multidisciplinary team, set measurable goals, monitor performance, and foster development. Prepare periodic strategic reports and maintain brand consistency across all communication channels.

### Writer — Meer (Jan 2025 – Present)

Writer of articles focused on art, design, gastronomy, and travel for digital publishing platforms.

### Brand & Creative Director — Splendor (May 2024 – Mar 2025)

Led creative strategy and art direction for branding and advertising campaigns. Coordinated design, photography, and audiovisual teams to ensure cohesive, high-impact content. Combined strategic analysis with creative development to optimize campaign performance based on metrics, trends, and consumer insights.

### Multimedia Designer — Splendor (Jun 2023 – Mar 2025)

Developed graphic and video assets for large-scale advertising campaigns in Ecuador and international markets.

### Photographer & Videographer — Ecuadorian Navy (Aug 2021 – Jan 2025)

Produced photographic and audiovisual material for institutional communications and social media channels.

### Graphic Designer — Grafica France (Aug 2022 – Jan 2024)

Designed visual assets for mass printing, packaging, labels, and commercial materials.

### Creative Director — Salomé (Jul 2020 – Jan 2023)

Led national campaign concepts and ensured brand coherence. Developed creative and marketing strategies, collaborating with companies such as Etafashion and RM. Strengthened brand positioning through art direction, photography, and audiovisual production.

**Photographer & Videographer — 360 Corp (May 2022 – Nov 2022)**

Photographed and filmed events and products, contributing to campaigns associated with L'Oréal and Kérastase.

**Designer — Netlife (Apr 2022 – Aug 2022)**

Created advertising designs and social media content for corporate communication.

**Photographer & Designer — Makay (Oct 2021 – Jul 2022)**

Produced photography, videography, brand materials, and advertising assets for digital marketing.

**Marketing Coordinator — Tatacoatl (Jan 2022 – Jun 2022)**

Developed marketing strategies for social media and digital content.

**Marketing Coordinator — Shaman (Dec 2021 – Apr 2022)**

Led the marketing department, overseeing photography, videography, and content production.

**Administrative Assistant — UTPL (Sep 2016 – Oct 2017)**

Managed databases, materials, and operational support during enrollment processes.

## Education

**B.A. in Strategic Marketing Management — Instituto Tecnológico España (2022–2025)****Project Management Certification — Project Management Institute (Mar–Apr 2025)****B.A. in Photographic Design — La Metro (2019–2022)**

## Professional Objective

To elevate brand identity and visual impact through photography-driven design, aesthetic direction, and innovative branding concepts. I focus on creating powerful visual narratives that shape how a brand is perceived—developing original image-based proposals, cohesive brand aesthetics, and high-impact creative assets. My goal is to lead creative teams in producing visually distinctive, scalable, and strategically aligned content that strengthens brand recognition and drives long-term commercial growth.

## Technical Skills

- Strategic Marketing
- Brand Development
- Art Direction
- Photography & Videography
- Video Editing

- Digital Advertising
- Social Media Strategy
- Content Creation
- Graphic Design
- Campaign Planning
- Consumer Insights

## Software

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere
- Adobe After Effects
- Adobe Audition
- Microsoft Excel
- Microsoft Office Suite
- Google Analytics
- WordPress
- Figma
- Google Ads

## Languages

- Spanish: Native
- English: B1 (Intermediate)
- Russian: A1 (Basic)