

# Eduardo de la Espriella

Marketing Engineer · AI for Marketing · B2B Marketing Manager.  
Tech & SaaS. Demand generation, automation, content.

LOCATION  
Paris, Île-de-France

EMAIL  
EdelaEspriella@protonmail.com

PHONE  
+33 06 40 88 26 86

WEB  
eddieespriella.com

LINKEDIN  
/in/eduardodelaespriella

B2B Marketing Manager with **11+ years** helping Tech and SaaS companies turn complex products into clear positioning, qualified pipeline, and measurable revenue across Europe, Latin America, and the US. Currently leading global marketing for Oversight's SHIFT Spatial Intelligence Platform, at the intersection of AI, SaaS, and industrial use cases for airports, smart cities, logistics, and retail.

## § 01 · EXPERIENCE

### Selected roles.

SEPT 2023 -

#### Outsight · Paris CURRENT

2 YEARS 8 MONTHS · THREE PROGRESSIVE ROLES

- Marketing Team Lead JAN 2025 -

Lead global B2B marketing for the SHIFT Spatial Intelligence Platform across airports, smart cities, logistics, and retail. Own positioning, demand generation, events, and marketing operations. Built ICP frameworks and vertical playbooks. Developed an internal automation tool that cut content creation time by **40%** and lifted overall marketing & sales productivity **25%**. Coordinate 10+ global trade shows annually. Report directly to the President & Co-Founder.

- Marketing Specialist MAR 2024 - JAN 2025

Owned full-stack marketing execution. Planned and optimized PPC on Google & LinkedIn Ads, managed the Webflow site and blog for SEO and lead gen, produced 3-4 thought leadership articles per month. Helped position Oversight as a **top-3 LiDAR pioneer**. Managed Google Marketing Platform (Ads, Analytics, Tag Manager).

- Content Marketing Specialist SEPT 2023 - FEB 2024

Established Oversight's thought leadership in spatial intelligence. Authored **15+ technical articles** — deep dives, industry insights, use cases. Collaborated with engineers and product managers to translate complex concepts. Coordinated three PR releases across airport, mobility, and smart city ecosystems.

AUG 2022 -  
JUL 2024

#### Digital Marketing Consultant

Fausto Salazar S.A. · Panama

Led full digital transformation for a legacy retail brand. Built e-commerce from scratch, sustaining **34% average quarterly growth** over two years. Grew organic traffic **60%**, reduced bounce rate **20%**, lifted overall sales **30%**, and improved marketing ROI **20%** through A/B testing and analytics. Integrated payments, inventory, and customer service workflows into a unified digital platform.

MAY 2019 -  
OCT 2022

#### Digital Marketing Director & Co-Founder

Story Jar · Panama

Co-founded and scaled a digital marketing agency serving **11+ clients** across legal, retail, beverage, healthcare, and logistics. Led strategy across social, search, email, and e-commerce. Boosted lead gen **25%** and customer acquisition **30%** on average, improved campaign ROI **20%**. Led a team of five, raising output **35%** through process, tooling, and dashboard improvements.

JAN 2019 -

#### Digital Marketing Consultant

Eddie Espriella · Panama / Paris

Independent consulting alongside agency and in-house roles. End-to-end digital projects: copywriting, photography, video, graphic design, e-commerce, and CRM/email automation for clients in Panama and France.

DEC 2013 –  
SEPT 2016

## Communications Assistant & Social Media Coordinator CEMEX · Panama

Supported internal and external communications for regional operations of a global building materials company. Redesigned corporate site UI/UX. Managed social channels across Facebook, Instagram, Twitter, and LinkedIn. Coordinated events and publicity with CEMEX Global.

2013 – 2019

## Earlier experience

TOMA 4 · Corporación La Prensa · CEMEX (intern) · Panama

Production internship in documentary and web series (TOMA 4, 2018–2019). New-business marketing strategy at Corporación La Prensa (2017). Communications internship at CEMEX (2013). Full details on request.

### § 02 · EDUCATION

## Formation.

**MSc · AI for Marketing Strategy** 2022 – 2024

EPITA × EM Normandie Business School · Paris

**BA · Communication & Media Studies** 2013 – 2018

University of Louisville · USA

**BA · Graphic Design** 2012 – 2013

Loyola University New Orleans · USA

**High School Diploma** 2009 – 2012

Balboa Academy · Panama

### § 03 · LANGUAGES & CERTIFICATIONS

## Additional.

**Spanish** C2

Native / Bilingual

**English** C2

Native / Bilingual

**French** B2

Professional Working

**Film Distribution** Cert.

Connecting Films With Audiences

**Digital Skills** Cert.

User Experience

### § 04 · SKILLS & PRACTICE

## Toolbox.

#### STRATEGY & POSITIONING

B2B marketing · Positioning · ICP & segmentation · Go-to-market · Messaging frameworks · Vertical playbooks

#### DEMAND GENERATION

PPC · Google Ads · PPC · LinkedIn Ads · SEO / SEM · Email nurture · Webinars · Content programs · ABM

#### OPERATIONS & AUTOMATION

HubSpot · LinkedIn Sales Navigator · Google Marketing Platform · Tag Manager · Workflow automation · Analytics dashboards

#### CONTENT & CREATIVE

Content strategy · Thought leadership · Sales enablement · Copywriting · Photography · Video direction · Graphic design

#### PLATFORMS & E-COMMERCE

Webflow · WordPress · Shopify · Google Analytics 4 · Meta Business Suite · CRM systems

#### AI & LEADERSHIP

AI for marketing · Prompt engineering · Team leadership · Cross-functional partnering · Mentoring · P&L management