

ABOUT ME

Dynamic Marketing Executive with over 20 years of proven success across corporate environments, top-tier agencies, and fast-growing startups. Known for a keen attention to detail and a commitment to results-driven, integrated marketing strategies, I am excited to bring my extensive experience and passion for excellence to drive impactful outcomes for your team and your brand's success.

SKILLS

BRAND MANAGEMENT

CLIENT RELATIONS

TEAM LEADERSHIP

MARKET ANALYSIS

GRAPHIC AND WEB DESIGN

BILINGUAL (ENGLISH/SPANISH)

EDUCATION

Loyola University - 1993

BBA - Marketing

MFA - Computer Science

UCLA - Berkeley - 2006

AD - Graphic Design

LINKS



in/ignacio-m-mortell

Portfolio: www.imcbydesign.com

IGNACIO MORTELL

INTEGRATED MARKETING EXECUTIVE



60 Pineapple St.
Brooklyn, NY 11201



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ignaciomq@gmail.com

WORK EXPERIENCE

IMCbyDESIGN, LLC

Cape Cod, MA
2012 - Present

Creative Director / Co-Founder

- Founded and lead a dynamic integrated marketing and communications agency, delivering innovative marketing strategies and comprehensive services that have driven significant growth and engagement for a diverse clientele in the Cape Cod market.
- Develop and provide cutting-edge digital and print advertising, web and mobile design, collateral production, and impactful public relations initiatives. enhancing brand visibility and engagement.
- Manage a wide-ranging portfolio, including nonprofit organizations, hospitality, supermarkets, clothing retail, real estate agencies, law firms, and creative professionals.

FCB/SIBONEYUSA

New York, NY
2007 - 2012

Account Director

- Led comprehensive marketing and advertising initiatives for the Colgate-Palmolive account in the competitive U.S. Hispanic Market, achieving market share dominance in key Consumer Packaged Goods categories.
- Orchestrated full lifecycle integrated marketing campaigns, blending strategic creativity with precise media planning and grassroots outreach.
- Amplified brand visibility and consumer engagement through innovative digital, social media, and shopper marketing strategies, driving measurable market penetration growth across crucial regions.
- Collaborated cross-departmentally to ensure streamlined communication and effective teamwork for superior campaign execution.

VERTU AMERICAS / NOKIA, INC.

New York, NY
2001 - 2007

U.S. Marketing and Sales Manager

- Directed marketing, public relations, and wholesale strategies for Nokia's luxury subsidiary, Vertu Americas, driving brand visibility and sales goals across key markets.
- Developed and led innovative U.S. media strategies, achieving impactful advertising initiatives and securing high-profile editorial coverage.
- Executed successful product launches through data-driven research, strategic marketing campaigns, and targeted advertising allocations.