

Arnold Camus

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SUMMARY

Marketing professional with 10+ years of experience leading growth, acquisition, and brand positioning strategies in fintech, tech, and digital education companies. I combine analytical and creative thinking to design scalable, data-driven and automated marketing systems. I've led multidisciplinary teams, launched products, optimized CAC, and increased active users, always aligning marketing with Sales, Product, and BI.

EXPERIENCE

Head of Marketing

Ligo **March 2025 – November 2025, Lima, Peru**

- Led marketing for four fintech brands (Ligo, LigoPay, Payfi, La Mágica), owning strategy and execution and managing a 10-person multidisciplinary team.
- Recruited and structured the team and implemented an agile SCRUM/sprints workflow to organize tasks and ensure on-time delivery.
- Built dashboards and KPIs, redesigned the end-to-end funnel, and activated automation sequences (onboarding, activation, retention) across products.
- Planned and executed GTM for new features in Ligo Wallet (CCI, interoperable QR) based on user/market research for freelancers and small businesses.
- Achieved **+66.2% Monthly Active Users, +106% new user acquisition, +67.3% contribution and –39% CAC vs. 2024.**
- Drove B2B positioning for LigoPay through media/events, automated lead nurturing, refreshed visual identity, and launched Payfi nationally across organic and paid channels.

Marketing Manager

Fairplay **October 2022 – March 2025, Mexico**

- Led and executed the marketing strategy focused on **brand positioning** and **customer acquisition**, integrating performance, content, and automation.
- **Sales alignment:** set up communication flows and joint processes with Sales to improve conversion and lead quality.
- **Lead generation:** increased **MQLs by 448%**, from 72 (Aug 2023) to 395 (Aug 2024), through targeted campaigns and funnel optimization.
- **Cost efficiency:** reduced **cost per customer by 72%** (from USD 42.3K to USD 11.6K) by applying operational efficiency strategies and smarter budget allocation.
- **Business impact:** contributed to a **1,182% increase in committed capital** (from USD 4.8M to USD 61.55M) by improving opportunity conversion and campaign performance.

Marketing Consultant Hispanic LATAM

Skillshare **February 2022 – October 2022, New York**

- Led the **launch of Skillshare's social media channels for Latin America**, with a strategy tailored to the local audience and clear communication pillars.
- The LATAM strategy was **replicated as a model for India and Brazil**, proving its effectiveness and scalability.
- Designed and managed **brand awareness ad campaigns**, segmenting audiences and optimizing budgets to maximize reach and impact.

Social Media Coordinator

Crehana **September 2019 – January 2022, LATAM**

- Grew Crehana's digital community to **over 610,000 followers** through an organic content strategy aligned with the brand's educational purpose.
- Led the content team for **Instagram, Twitter, LinkedIn, YouTube, and TikTok**, ensuring narrative and visual consistency.
- Designed and executed the **YouTube content strategy**, surpassing **100,000 subscribers** and generating videos with **100,000+ views**.
- Increased traffic from social media to the platform by **26% without ad spend**, focusing on conversion and retention.

Inbound and Social Media Specialist

Milenium Group **January 2018 – September 2019, Peru**

- Managed digital growth and online reputation for international brands such as **Chevrolet Peru, Lenovo, General Motors, Linio, Le Cordon Bleu, and Optical Networks**.
 - Developed and implemented **inbound marketing strategies** for Lenovo through its Tecno portal, integrating content, SEO, and social media.
 - Tracked digital engagement and brand reputation to produce **monthly performance reports** for multiple client accounts.
 - Coordinated the **creation of SEO-friendly and social media content**, ensuring alignment with each brand's guidelines.
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EDUCATION

Master's Degree in Growth Marketing & E-commerce

Minor in Growth Marketing · OBS Business School · Madrid, Spain · 2023

- Focused on advanced digital growth strategies, e-commerce optimization, and performance marketing for international markets.

International Master's in Marketing Management and Market Development

Minor in Marketing • EAE Business School • Madrid, Spain • 2021

- Specialized in marketing management, market development, and project execution in competitive and global environments.

Bachelor's Degree in Communications

Minor in Communications • Universidad de San Martín de Porres • Peru • 2016

- Comprehensive training in communications with an emphasis on marketing, digital media, and content creation, developing key skills for management and leadership.
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SKILLS

- Growth Marketing • Performance & Paid Media
 - Go-to-Market (GTM) and product launches
 - CRM & Marketing Automation (HubSpot, Dynamic, Customer.io, Emblue)
 - Branding & Content Strategy
 - Acquisition, activation, and retention funnels
 - Data & Analytics (GA4, Looker Studio, GTM)
 - Team leadership • Agile methodologies (SCRUM)
 - SEO and digital experience optimization
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