Camilo Cubillos.

Digital Strategist & Web Lead

Web strategy · Design & UX
Applied AI & automation

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Capabilities

Web strategy & growth

Web operations · Technical and on-page SEO · GEO · Information architecture · Internal linking · Content strategy · CRO

Design & user experience

Art direction · Brand identity and systems · UX/UI · Prototyping · Landing pages · CRM and email design · Multichannel production

Applied AI & automation

Agent and MCP workflows · Catalog and reporting automation · Metadata at scale · Prompt systems · AI image and video production

Analytics & coordination

Web measurement · Audience segmentation · Executive reporting · Design, content, CRM and paid media coordination · Mentoring · Project management

Languages

Spanish	Native
English	B2
Catalan	Basic

Digital Strategist & Web Lead with 10+ years of experience across design, web and marketing in industrial B2B, e-commerce, agencies and the public sector. My background in graphic design and art direction connects brand identity, user experience and business goals. I combine SEO/GEO, CRO and analytics with applied AI and automation to build digital ecosystems spanning websites, content, catalogs and CRM. Working across marketing, design and development, I lead designers and translate business needs into practical solutions from concept to implementation. At SOPREMA Iberia and Yacadi, this includes web strategy, platform migration, content optimization, and automated workflows for catalog operations, reporting and creative production.

Recent experience

SOPREMA Iberia

Jul 2024 - Present

Webmaster | Digital & Web Strategy

Barcelona · B2B construction and insulation

Own strategy and operations for soprema.es, focusing on web performance, SEO/GEO, UX and B2B lead generation. Coordinate work across marketing, CRM, paid media and design, and lead two junior designers.

- Define information architecture, internal linking, and product and category landing pages, from UX design to publication.
- Analyze performance with GA4, Search Console and MCP-connected Semrush to continuously optimize content. Develop metadata workflows with Claude, Excel and Akeneo PIM.
- Contributed UX architecture and content structure to the Magento migration, including redirect mapping for the Guide Solutions section.
- Design lead-generation campaigns with downloadable content and Pardot/Salesforce follow-up and nurturing flows, aligning the website with SEM, CRM and social media.
- Combine design and AI to create assets and renders published on the website. Develop prompts and help design and paid media colleagues use these tools; also build campaign-monitoring agent prototypes.

Selected results

- Organic sessions grew **49% year on year in October 2025 - March 2026**, reaching 73,713 sessions (GA4).
- The acoustic insulation landing page I designed and published ranked **#1 for “aislamiento acústico”** in September 2026 (Semrush).

Yacadi

2026

Digital Growth & Applied AI

Wholesale fashion · Colombia · yacadimoda.com

- Designed and launched the commercial website around a structured catalog connecting product pages, collections and the Meta feed.
- Built an agent-assisted workflow that syncs inventory and images from Google Drive, updates the website and generates sales catalogs tailored to different audiences.
- Implemented GEO improvements through FAQs, schema, machine-readable pricing and llms.txt, and used GA4 to analyze acquisition from AI assistants.
- Integrated MCP-assisted Meta Ads reporting, image and video production with Magnific and Flux/Freepik, and a catalog-aware WhatsApp assistant using Claude and the Meta Cloud API.

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Tools

Web & content

WordPress · Elementor · Magento · Akeneo PIM · HTML/CSS

Analytics & marketing

GA4 · Search Console · Google Tag Manager · Semrush · Excel · Pardot · Dynamics · Salesforce Marketing Cloud

AI & automation

Claude · Claude Code · Make.com · Lovable · MCP · Meta Cloud API · Google Drive

Design & production

Figma · Illustrator · Photoshop · InDesign · After Effects · Premiere · Lightroom · Magnific · Flux / Freepik

Education

MA in Art Direction & Graphic Project Management

Seeway / LCI, Barcelona
2019 - 2020

BA in Graphic Design

Escuela de Artes y Letras, Colombia
2010 - 2014

Diploma in Photography

IDENTITY School of Digital Arts
2011

Previous experience

PromoFarma by DocMorris
Jan 2022 - Jul 2024

Graphic & Digital Designer | CRM & E-commerce

Barcelona · Health e-commerce

Owned visual brand execution for CRM and e-commerce within the marketing team.

- Led the visual execution of the digital rebrand and developed identity guidelines, adapting the brand across customer touchpoints.
- Designed email campaigns, newsletters, landing pages, banners and social assets in a high-volume e-commerce environment.
- Worked with CRM, marketing and product teams to translate campaign goals and user needs into creative assets and digital experiences.
- Created reusable UI/UX components to support asset production and maintain consistency across channels.

Anythink
Mar 2020 - Oct 2021

Art Director

Barcelona · Creative agency · Led one designer

- Directed positioning and visual identity for companies and foundations, from concepts and brand narratives to their applications.
- Supervised creative quality across web, social, motion and print, managing work for multiple clients in parallel.
- Coordinated design and development, defined visual systems and guidelines, and guided the team designer through project delivery.

Alcaldía de Medellín (SIMM)
Nov 2016 - Jun 2019

Webmaster | Analytics & Digital Communications

Medellín · Secretariat of Mobility

- Managed and maintained the Movilidad en Línea platform, combining content, web design, UX and public-service communications.
- Analyzed audiences and performance in Google Analytics and presented monthly executive reports to the Secretary of Mobility, translating data into content, design and platform improvement decisions.
- Developed multichannel campaigns using demographic and behavioral segmentation alongside SEO/SEM activity. The platform reached 19K+ monthly users.

AGAMA Corp
Nov 2014 - Apr 2016

Web Designer

Colombia

- Designed interfaces for digital products and e-commerce, focusing on navigation, user journeys and usability.
- Adapted brand guidelines to platform requirements and iterated solutions using performance and user-experience feedback.

Grupo Arolen
Feb 2015 - Feb 2016

Digital Media Coordinator

Colombia

- Developed graphic and multimedia content for internal communications and marketing, maintaining brand standards across digital channels.

Tecnigrafic Digital
Apr 2014 - Nov 2014

Graphic Designer

Colombia

- Delivered branding and visual identity projects from creative concepts to final artwork and production, aligning the work with client requirements.