

DEREK NIEDBALSKI

Digital Marketing Specialist | Social Media & Paid Ads | E-Commerce

Berlin, Germany | Derek95.nied@gmail.com | +49 15510195088 | LinkedIn: /in/derekniedbalski | Spanish (native) · English (C1) · German (C1)

PROFESSIONAL SUMMARY

Trilingual digital marketing professional (ES/EN/DE) with international experience across Germany and Chile in social media, paid ads, and e-commerce. Meta-certified in digital marketing, with a proven track record of improving conversion and engagement through data-driven strategies [tailor focus to the role: e.g. "growth marketing", "trade marketing", or "content & creative"]. Recognized with the Effie College Award for a nationwide 360° campaign.

PROFESSIONAL EXPERIENCE

Art & Portfolio Management — Internship | Miami Ad School — Berlin, Germany

10/2023 – 07/2024

- Increased engagement with professional profiles by 35% in pilot tests, by leading a hackathon campaign that integrated AI and LinkedIn to build interactive profiles.
- Strengthened the team's audiovisual and 3D design production, by developing creative portfolios for global brands (Patagonia, Dyson) using After Effects, Blender, and Illustrator.

Marketing Assistant | MACONI Muebles — Santiago, Chile

02/2021 – 10/2022

- Secured consistent brand messaging across multiple channels, by coordinating product launches and promotions with internal teams and external agencies.
- Optimized marketing budget resource allocation, through ongoing planning and monitoring of campaign spend.
- Sustained uninterrupted execution of digital campaigns, by managing POS material distribution in collaboration with agencies.

Digital Marketing Internship | Suzuki, Derco S.A. — Santiago, Chile

01/2020 – 03/2020

- Increased website conversion rate by 20%, by leading its redesign and launch strategy.
- Informed strategic decisions at the Japan headquarters, through competitor analysis and market positioning reports.

Marketing Intern | Líder BCI — Santiago, Chile

04/2019 – 06/2019

- Exceeded the industry average by 28% in email open rate, by designing targeted email marketing campaigns.
- Drove the launch of new life and vehicle insurance products, by developing strategic advertising materials.

Trade Marketing Assistant | Edeka — Stuttgart, Germany

03/2017 – 12/2017

- Increased sales by 15% across 12 stores, by optimizing product placement through merchandising and rotation strategies.

EDUCATION

Master's in Strategic Digital Marketing — Arden University

09/2024 – present. Thesis (2025): "Digital Marketing Strategies for Executive Outplacement: Engaging Candidates and Companies."

Art Direction Program — Miami Ad School, Berlin

2023 – 2024

Bachelor's in Advertising — Universidad del Desarrollo, Chile

2015

CERTIFICATIONS

- Meta Certified Digital Marketing Associate — Meta Platforms (03/2026): campaign creation, audience targeting, optimization, and advertising policies in Meta Ads Manager.

AWARDS & FEATURED PROJECTS

- Effie College Award 2018 — Led a 360° campaign for Claro Video (Chile) reaching over 500,000 users through digital advertising, film, and offline media.
- LinkedIn AI Hackathon — Developed interactive profiles using AI tools; project recognized among the top 3.

TECHNICAL SKILLS & ATS KEYWORDS

Digital Marketing: SEO/SEM, Meta Ads Manager, Google Ads, Google Analytics 4 (GA4), Paid Social, Campaign Optimization, Audience Targeting, A/B Testing, Marketing Funnel, KPIs, ROI/ROAS, CRM, Content Strategy, Email Marketing, E-Commerce, Growth Marketing, Trade Marketing.

Tools: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Blender, Microsoft Office 365, Excel, Power BI / Looker Studio.

Soft Skills: Data-Driven Decision Making, Project Management, Cross-Functional Collaboration, Stakeholder Management, Copywriting.