

FELIPE GUARIN

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SENIOR MARKETING MANAGER

I'm a seasoned leader with dual master's degrees in marketing and technology and extensive global experience driving cutting-edge Branding projects. I have diverse skills, including brand design, AI, creative management, and strategy. With my expertise, I can craft effective strategies and create visually appealing designs that align with brand objectives. Fluent in English, Spanish, and essential Japanese, I confidently co-founded Whatever Works - a branding and design studio that takes an academic approach to deliver impactful brand experiences.

PROFESSIONAL EXPERIENCE

KINIX, Tokyo, Japan

2020 – 2023

Kinix is a project that seamlessly merges the thrill of e-sports with the vigor of traditional cycling. This innovative platform transforms raw performance data into immersive gaming controls, making workouts competitive and fun while connecting enthusiasts from all around the globe.

Co-Founder & CEO

As the orchestrator of a 12-person team of engineers, artists, designers, researchers, and sports experts, I successfully raised \$350k in capital post-prototype. I forged partnerships with four major innovative bike trainer brands. Beyond my leadership role, I also served as the face of Kinix, representing our vision across global media platforms in Germany, the United States, and Japan.

- Received recognition as 'Best Entrepreneurial Project' during Dubai's Prototypes for Humanity 2021 and the 'Best Collaboration' award at Plug and Play Japan accelerator for our partnership with Japan's largest construction company to develop heart rate solutions for their construction sites.
- Successfully Developed an online streaming platform and five exergames connecting players in real-time by leading a multidisciplinary team of engineers and designers.
- Successfully raised \$350K from nine investors by executing a compelling pitch and business plan.
- Earned media coverage by NHK Japan for being one of the most innovative projects in sports, showcasing my ability to create high-impact initiatives.

KEIO MEDIA DESIGN LAB, Tokyo, Japan

2020 – 2023

Keio University's Graduate School of Media Design (KMD) and its Media Design Lab is a highly respected academic and research institution in Japan. It is particularly renowned for its multidisciplinary approach to innovation, fostering individuals with the skills to transcend traditional boundaries and create social value on a global level.

Tech Researcher

I researched AI, AR, gaming, and UI advancements through scientific analysis. I mentored graduate students and collaborated with teams to create innovative prototypes. I also led problem-solving workshops and enjoyed mentoring those interested in healthcare technology.

- Won the Most Innovative Idea award at the MIT Design Challenge (2020), which led to media recognition on Forbes, CNN, and Deutsche Welle.
- 3-time Guest exhibitor at Dubai Design Week, Dubai, UAE (2020-2021)
- Accepted into the exclusive Superhuman Sports Project as the only non-Japanese member among 32 doctorates and post-doctorates.
- Leveraged AI and ML technologies to create innovative products, such as a web application for copywriting that produced over 10,000 pieces of unique content in just eight months and an AI-powered companion on WhatsApp that receives over 20,000 unique messages per month.
- Pioneered a study titled "Leveraging AI for Conversational Assistants," leading to successful development of a system that simulates lifelike conversations using speech recognition, language models, and text-to-speech technologies.

WHATEVER WORKS

2012 – 2020

Founded in 2012, Whatever Works is a creative powerhouse that delivers digital marketing, branding, and content creation solutions to Fortune 500 clients like Jack Daniels, Discovery Channel, and Netflix. Our team of 14 professionals worked collaboratively to create inspiring and resonating brands.

Co-Founder and Creative Director

As the Creative Director, I lead the creative team, brainstorm innovative strategies, ensure brand consistency, and manage project timelines and resources to stay ahead of design innovation.

- Led a team of 20 digital designers and developers and provided in-depth direction to ensure deadlines and quality control remained in place.
- Optimized brand exposure and awareness to the Click Clack Hotel by creating consumer-facing designs that attracted the attention of target audiences and properly represented company missions; collaborated closely with clients for top satisfaction.
- Joined efforts with the Click Clack lab team on project management, including all design, testing, and strategic planning; prepared solid go-to-market strategies and remained updated on current Hospitality market temperatures.

SISTOLE BBDO, Bogotá, Colombia

2010 – 2012

Sistole is Colombia's top experiential marketing agency. Their dynamic team generated \$25M annually, creating innovative strategies for recognized brands. As part of the global BBDO network, they offer one-stop solutions for brand communication, including digital platforms and public relations.

Strategist

As a strategist, I analyzed consumer data and market trends to craft effective marketing strategies. I also implement and continuously optimize these strategies based on data-driven feedback to achieve optimal business outcomes.

- Conducted market research and competitor analysis to identify emerging trends and opportunities, resulting in a 15% increase in client market share.

SKILLS

Brand Design | Product Development | Brand management | AI Technology | Leadership | Organizational skills | Problem-solving | Communication | Go-to-Market Strategy

EDUCATION

Master of Media Design and Technology, Keio University, Tokyo, Japan, 2018-2020

Master's degree in international business (MIB), Pompeu Fabra University, Barcelona, Spain 2007-2008

Bachelor of Arts in Political Science and Government, Externado University, Bogotá, Colombia 2001-2006

PROFESSIONAL DEVELOPMENT

- Certified in Google Digital Marketing and E-commerce
 - Certified in Generative AI by Coursera and Deeplearning.ai
 - Certified in Finetuning large language models by Deeplearning.ai.
 - Certified in Pytorch Basics by Coursera
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OTHER INFORMATION

Fluent in English and Spanish / Essential Japanese/ Basic Python/ Pytorch Basics/ Chess aficionado/ Cyclist