

Dani Archila, MBA
Interactive Marketing Specialist

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Professional Summary

Interactive Marketing Specialist with over 10 years of experience leveraging data, emerging technologies, and storytelling to create immersive, strategic buying experiences. Skilled in AI-driven automation, lifecycle marketing, and transforming customer journeys through innovative, tech-enabled solutions.

Areas of Expertise

AI & Emerging Tech: AI strategy | Gen AI workflows | CRM optimization | Data-driven insights | Gamification

Marketing & Storytelling: Lifecycle marketing | Interactive content creation | Immersive brand experiences | Product marketing | Conversion rate optimization

Experience

JUNE 2024 - PRESENT

MKS Atotech, Berlin - *Global Digital Marketing Lead*

Driving the transformation of digital marketing through data and emerging tech, focusing on lifecycle automation and customer training innovations.

- Launched a tech-enabled training platform to deepen client product engagement and workforce skills.
- Led CRM and AI projects, enhancing analytics, automation, and customer lifecycle insights across departments.

OCTOBER 2021 - JUNE 2024

HubSpot, Dublin & Berlin - *Senior AI & Marketing Automation Manager*

Advanced global AI strategies and lifecycle marketing efforts to create more personalized, impactful customer experiences..

- Supported global AI initiatives by training AI models, improving product personalization, and enhancing user engagement.
- Managed CRM, chatbot, and email automation across key regions, optimizing cross-channel communication and engagement.

JUNE 2020 - SEPTEMBER 2021

Shapediver, Vienna - *Lead Marketing Manager*

Orchestrated a blend of interactive content and lifecycle strategies to build brand recognition and customer engagement.

- Developed and led social media and immersive content strategies to heighten brand appeal.
- Increased CLV and improved sales efficiency through streamlined CRM workflows.

JULY 2016 - MAY 2020

CrunchDNA, Mexico City - *Head of CRM*

Spearheaded CRM and automation workflows, optimizing multi-channel performance and marketing strategy.

- Implemented comprehensive automation workflows, optimizing CRM and performance across channels.
- Executed multi-channel performance marketing strategies, refining Google, Amazon, and Facebook campaigns.

Education

Bachelor of Business Administration, Universidad Francisco Marroquín
Digital Marketing Diploma, Aden Business School
Marketing MBA, Section School