



DAVID URIBE

DIGITAL INNOVATOR 📍 AMSTERDAM, NETHERLANDS 📞 (+31) 681258250

◦ DETAILS ◦

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◦ LINKS ◦

[LinkedIn](#)

◦ SKILLS ◦

Digital Marketing

Performance Marketing

Data Analytics

Generative AI

Leadership and Management

◦ LANGUAGES ◦

English

Spanish

👤 PROFILE

Experienced professional with 14+ years of experience working across five continents in the fields of data analytics, digital innovation, and postgraduate education. Passionate about the use of technology and processes towards better customer experiences and performance-first digital work.

Author, educator, and public speaker.

📁 EMPLOYMENT HISTORY - LAST 10 YEARS

Head of Digital at 180 Amsterdam, Amsterdam

December 2022 – Present

- Assisting in the company's digital transformation.
- Leading global performance marketing and generative AI efforts.
- Establishing real-time digital production and measurement frameworks.
- Utilizing data for dashboard creation, predictive models, and business insights.
- Providing digital-first training across offices globally.

Regional Head of Data EMEA at TBWA Worldwide / Head of Digital at TBWA Hunt Lascaris, Dubai & Johannesburg

December 2017 – November 2022

- Enhanced regional digital and data capabilities for the company.
- Supported global business development and successful pitches.
- Assisted in building TBWA's proprietary and third-party tool stack.
- Developed strong performance marketing expertise.
- Fostered a digital-first mindset by creating www.dlearn.co.za for colleague training.

Co-founder and CMO at smartBeemo.com, Miami

April 2014 – December 2017

- Designed and implemented the company's pioneering SaaS product, focusing on social media predictive analytics by developing robust correlation models.
- Led pivot to online education for Spanish-speaking audiences.
- Utilized demand generation strategies for client acquisition and retention.
- Presented the company at tech and marketing events worldwide.
- Assisted in securing capital for growth.

VP/Creative Director - Global at Asylum Marketing, Miami

May 2013 – December 2017

- Crafted and advanced the agency's digital services portfolio.
- Aided agency expansion into 5 US and Latam markets.
- Led new business ventures, securing key pitches and boosting revenue.
- Recruited and trained staff, solidifying the agency's digital-first reputation.
- Represented the agency at numerous international marketing events.

Professor at Miami Ad School, Miami & Florida International University FIU, Miami

January 2012 — December 2017

- Taught various courses in digital strategy, portfolio building, social media, and digital creativity.
- Helped create syllabi for different school programs and bootcamps.
- Worked with grad students at Florida International University (FIU), guiding their growth.
- Proudly contributed to shaping professionals who now run top agencies worldwide.

🎓 EDUCATION

Bachelors in science of advertising, University Jorge Tadeo Lozano, Bogotá

July 2005 — May 2009

Masters in digital business, University of Barcelona, Barcelona

February 2014 — May 2015

Driving Digital and Social Change Certification, Harvard Business School, Boston

February 2016 — May 2016

Artificial Intelligence Certification, Massachusetts Institute of Technology, Boston / Online

June 2016 — September 2016

Big Data and Social Analytics, Massachusetts Institute of Technology, Boston / Online

March 2019 — June 2019

★ AUTHOR

Book of Scribbles – Digital marketing & data models

www.bookofscribbles.com

Book 101 tips to improve your social media presence (Spanish)

<https://bit.ly/3a5E4le>

Developed one of TBWA's largest Digital/Data Training Marketplace

www.dlearn.co.za

How to do Facebook Marketing with \$1 Dollar a Day (Spanish)

<https://bit.ly/3nyNbxH>

Guide to do LIVE content (Spanish)

<https://bit.ly/3l2tnw6>