

Pamela Estacuy · 2nd

Business Partner Manager TikTok | Ex- Spotify Client Partner | Consultative Selling | Digital Strategist | Data Scientist | Music Business | Digital growth partner |

Guatemala, Guatemala, Guatemala · [Contact info](#)

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[Mariela Quintero M.](#), [Pablo Cortez](#), and 25 other mutual connections

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Highlights

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About

Client partner TikTok for business para el Mercado de Guatemala creando estrategias personalizadas para marcas y agencias del país. Estratega digital para artistas emergentes, actualmente co founder de Dscovr Agency la primera agencia en Guatemala de marketing digital para artistas e industria musical bajo el modelo de suscripción mensual.

Top skills
Marketing digital · Resolución de problemas · Gestión de proyectos · Desarrollo empresarial · Planificación estratégica

Featured

Post

Un par de veces personas que apenas me conocen me han dicho "Con esa actitud no llegarás a ningún lado en la vida" sin embargo esa misma actitud la que me ha abierto puertas y me ha permitido hoy estar en donde estoy.

17 likes · 1 comment

Activity
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Posts **Comments** **Images**

Pamela Estacuy reposted this

Seguros Universales, S.A.
7,044 followers
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- COMUNICADO -

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239 · 5 comments · 22 reposts

Pamela Estacuy · 2nd
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Quiero compartir con ustedes este libro espectacular de [Marian Rojas-Estape](#) mi escritora favorita desde hace años. ...more

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Experience

- Aleph Group, Inc**
Full-time · 2 yrs 8 mos
Guatemala
helped me get this job
- Business Partner Manager - Tiktok For Business**
Nov 2023 - Present · 1 yr 4 mos
Remote
Consultative selling. Advise and support marketing agencies and direct clients, offering solutions and tactics to help achieve their ads goals while also increasing company revenue. Tik-Tok Green Be ...see more
Venta consultiva, Marketing online and +4 skills
- Senior Client Partner - Spotify Advertising**
Jul 2022 - Nov 2023 · 1 yr 5 mos
Advise and support marketing agencies and direct clients, offering solutions and tactics to help achieve their ads goals while also increasing company revenue
Análisis de datos, Google Ads and +2 skills
- Founder**
DSCOVr MARKETING · Self-employed
Jan 2020 - Present · 5 yrs 2 mos
Guatemala, Guatemala - Remote
Estrategia digital para promotores, bookers y artistas. Nos enfocamos en desarrollar planes personalizados de paid media para artistas, creadores, escritores, chefs, cualquier persona de la industria creativa.
- Senior Media Planner**
el taier DDB · Part-time
Dec 2021 - Jul 2022 · 8 mos
Remote
Planificación estratégica de medios digitales para marcas como Grupo UMA. Alimentos Ideal. Aceros de Guatemala.
- EssilorLuxottica**
Full-time · 2 yrs 3 mos
Guatemala
 - Head of Ecommerce & Marketing Digital**
May 2020 - Jul 2022 · 2 yrs 3 mos
A cargo de todo el paid media a nivel nacional para la cadena de ópticas más grande del país -Optical Center Fashion & Technology- ...see more
 - Ecommerce Specialist**
May 2020 - Jul 2022 · 2 yrs 3 mos
Desarrollar el sitio de ecommerce www.soyoptical.com a cargo de la estrategia de lanzamiento y la estrategia UX (User Experience) y UI (User Interface).
- Impact Hub Antigua**
2 yrs 1 mo
 - Chief Executive Officer**
Full-time
Feb 2019 - Mar 2020 · 1 yr 2 mos
Manejo de personal, operaciones, experiencia de usuario, sistemas de calidad control y manejo de presupuesto anual de 104K USD, inversiones y ventas.
 - Joint Chief Executive Officer**
Mar 2018 - Mar 2020 · 2 yrs 1 mo
Antigua Guatemala, Departamento de Sacatepéquez, Guatemala

Show all 11 experiences →

Education

- EUDE Business School**
Master's degree, Business Intelligence and Big Data Analytics
Nov 2021 - Sep 2022
Grade: 90
Conocer las herramientas mas utilizadas para data. Uso y conocimiento de tableau, power bi, Google Refine. Analizar la data para toma de decisiones gerenciales enfocadas al ámbito digital y de ecommerce.
- EUDE Business School**
Maestría en Marketing Digital
2018 - 2019
Grade: 85
Maestría en mercadeo digital y E-commerce. Manejo de social media, creatividad e innovación digital. User experience.

Show all 3 educations →

Licenses & certifications

- Anti-corruption Training 2024/25**
Aleph Group, Inc
Issued Jan 2025 · Expires Jan 2026
Credential ID 350737266
[Show credential](#)
- Cybersecurity Awareness**
Aleph Group, Inc
Issued Jan 2025 · Expires Jan 2027
Credential ID 350735384
[Show credential](#)

Show all 8 licenses & certifications →

Skills

- Salesforce Sales Cloud**
Senior Client Partner - Spotify Advertising at Aleph Latin America
- Consultive selling**
Senior Client Partner - Spotify Advertising at Aleph Latin America

Show all 54 skills →

Courses

- Cultura de Servicio**
Associated with Gobierno de Guatemala
- La calidad del servicio como sinónimo de excelencia**
Associated with Universidad del Istmo

Show all 4 courses →

Languages

- Español**
Native or bilingual proficiency
- Frances**
Elementary proficiency

Show all 3 languages →

Organizations

- Finalista de INF de 3M por Centro America y el Caribe**

Interests

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- Tony Robbins** · 3rd
#1 New York Times best-selling author, life and business strategist, philanthropist, entrepreneur
7,282,166 followers
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- Bill Gates** · 3rd
Chair, Gates Foundation and Founder, Breakthrough Energy
37,251,002 followers
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Digital Marketing Specialist | Estrategia de Marketing| SE...
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Digital | Strategy | Marketing | Business
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- Paola Rincon Becerra** · 2nd
Client Partner Lead- Colombia at Aleph
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- Nicole Durán** · 2nd
MBA | Business Model Design, Innovation & Transformation
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Abogado y Notario | Gobierno Corporativo
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- Ernesto Brodtmann** · 2nd
Gerente en Punto Seguro
[Connect](#)
- Doris Aguilar** · 2nd
Coordinador de Portafolio Retail en Banco Promerica...
[Connect](#)
- Iveth Guillén** · 2nd
Arquitecta, Mgtr. en Administración, Valuador
[Connect](#)

People you may know
From Pamela's industry

- Jenifer Amado Permouth**
Brand Manager
[Connect](#)
- Sara García Fajardo**
Social Media Manager
[Connect](#)
- Alejandro Marré**
Director Creativo en Work & Feeling | Desarrollo de...
[Connect](#)
- Pablo Romero Reyes**
Director Creativo Gráfico La Finka Ad Agency
[Connect](#)
- Emanuel Wolford**
Senior UX / UI Designer at AutoWeb, Inc.
[Connect](#)

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- OpenAI**
Research Services
6,516,810 followers
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