TYTS

Tanios Yussef Tabet Segovia

Aligning Business, Brand & Operations

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BUSINESS COMMUNICATION

+15 YEARS

- ARCHITECTURE
- STRATEGY
- OPERATIONS

CONSULTATION SERVICES

LEON, GTO. MX · APR 2021 – PRESENT

Consulting and creative services tailored to brands across sectors: brand identity, digital positioning, UX consultation, marketing strategy, and communication planning.

SEO Content Management — Buzops	2025 – 2026
Content Promotion, Positioning & Production — El Castos	2024 – 2025
Sales Marketing Management — Inmar Intelligence	2024
Corporate Identity & SMM — Boss DREI Compresores	2024
E-commerce, Product Design & Branding — Bu Ho	2023 – 2024
Influencer Outreach — Nominalx	2023
Online Marketing Positioning Consultation — DGO Legal	2023
Business Communication Consultation — Suzhou Chanxan Laser Technology	2023
SEO & UX Consultation — ESCO Utah	2022 – 2023
Social Media Consultation — Parkbench	2022
Branding Analysis and Proposal — BDEV Ventures	2022
Motion Design & Content Tropicalization — Elastic Email	2021

PROFESSIONAL EXPERIENCE

2010–2026 · 17 ROLES

Nov 2024 – Apr 2026 · Torreón, Coah. MX
Moderna Group — Marketing and Communication Manager
Developed seasonal campaigns and the e-commerce platform.

Apr 2023 – May 2024 · Leon, Gto. MX
Han's Yueming Laser — Marketing & Communication Coordinator
Directed all marketing strategies, branding, and promotion strategy.

Aug 2022 – Feb 2023 · Irapuato, Gto. MX
Inbiodroid — Chief Marketing Officer
Marketing, fundraising, team leadership, and communication efforts.

Jul 2021 – May 2022 · Tampa, FL. US
New York Life (TCS) — Advanced Customer Service
Top-tier customer service and account management for U.S. clients.

Mar 2021 – Jul 2021 · San Francisco, CA. US
Chime Bank (TP) — App Account Holder Assistance
Managed client inquiries monthly, improving CX scores by 20%.

Feb 2020 – Apr 2021 · Leon, Gto. MX
Diseño y Optimización Online — Business Manager
Oversaw operations, key accounts, and commercial strategy execution.

Oct 2018 – Dec 2019 · Monterey, CA. US
Language Line Solutions — Real-time Interpreter
Real-time interpretation services in healthcare and business sectors.

Nov 2016 – Sep 2018 · Leon, Gto. MX
Gayosso — Funerary Advisor
Managed client accounts for pre-need planning and insurance sales.

Apr 2016 – May 2018 · Silao, Gto. MX
CBRE — Market Intelligence Analyst
Conducted market research and business development analysis.

Mar 2015 – Apr 2016 · Leon, Gto. MX
Wealth Planters — Content Manager
Produced digital content and managed creative advertising campaigns.

Aug 2014 – Mar 2015 · Leon, Gto. MX
TV4 GTO — Screenwriter
Wrote scripts for daily and special TV content.

Jan 2014 – Aug 2014 · Irapuato, Gto. MX
Corporativo DRR (Pollo Feliz) — Marketing Manager
Managed brand strategy, personnel, and marketing campaigns.

Jan 2013 – Dec 2013 Leon, Gto. MX	**Bazaar El Ropero** Supervised daily retail operations and maintained brand image.	Store Manager
Jun 2012 – Dec 2012 Leon, Gto. MX	**SAPAL** Created and edited all external communications and documentation.	Content Writer
Nov 2011 – Jun 2012 Queretaro, Qro. MX	**CREA Emprendedoras** Coordinated communications to empower women entrepreneurs.	Communications Lead
Jun 2011 – Dec 2011 Leon, Gto. MX	**iMkt** Market research, advertising strategy, and content development.	Market Research Assistant
Jul 2010 – May 2011 Leon, Gto. MX	**CIA Periodística Meridiano (AM)** Investigated and reported daily news content, conducted interviews.	Reporter

SKILLS & SOFTWARE

STACK & TOOLS

ANALYTICS	Meta Business Suite · Google Ads · Google Analytics · Google Search Console · SEMRush · Ubersuggest · Sitechecker · Metricool · DoubleClick · Google AdSense
PRODUCTION	Photoshop · Canva · Figma · Framer · Microsoft Designer · Dreamweaver · Sony Vegas · Jitter · Veo · LottieLabs · AdGen · Predis · Pika
PRODUCTIVITY	Salesforce · HubSpot · Odoo · Milanote · Monday · Microsoft Office (Specialist) · Google Workspace
OUTREACH	WordPress · Celtx · Mailchimp · Instantly · Elastic Email

BRAND WALL & VISUAL CREDENTIALS

29 ORGANIZATIONS & CLIENTS · 2010–2026

PROFESSIONAL EXPERIENCE ROSTER

17 Organizations



CONSULTATION CLIENT ROSTER

12 Brands · 2021–Present



CORE DISCIPLINES & CERTIFICATION

CAPABILITIES

- Business Comm.
- Market Intelligence
- Strategic Branding
- Digital Marketing
- E-Commerce
- Social Media
- Content Production
- UX & SEO
- Motion Design

CAMBRIDGE ENGLISH Language Assessment
Cambridge English Proficiency
Certificate of Proficiency in English (CPE)
CEFR Level C2

English: C2 (CPE)
Spanish: Native
CEFR C2 Certified

TYTS

Always eager to collaborate
Aligning Business, Brand & Operations

Full portfolio & case evidence
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