



Daniel Pruneda

Marketing Leadership · Brand & Product Communication · Digital Experience · Sales Enablement

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PROFILE

Marketing and communications professional with 15+ years connecting creative direction, digital platforms and sales support for product businesses. Progressed from hands-on graphic design and customer-facing sales work to building and leading Unimat's marketing function, coordinating a small internal team and an extensive network of specialist suppliers.

My strength is turning a complex brief into work people can use: a clear product story, a navigable website, a production-ready packaging system or a buyer presentation that helps move a decision forward. At Best Buy Canada's head office I have extended that into complex customer resolution, internal training and knowledge operations.

EXPERIENCE

Senior Customer Experience Associate

Oct 2022 - Present · Canada

Best Buy Canada — Head Office · Customer Experience, Training & Knowledge Support

- Resolve complex customer escalations through investigation, clear communication and coordination with internal teams, store leadership and Legal when required.
- Translate complicated situations into practical next steps, keeping the customer's needs, operating constraints and policy requirements in view.
- As a certified internal trainer, trained 40+ colleagues across Associate, Senior Associate and Team Leader roles.
- Contribute to knowledge-base and AI-supported service resources in collaboration with Quality Assurance.
- Provide subject-matter support during peak periods and bring recurring customer issues into training and knowledge conversations.

Marketing Manager

2013 - Jun 2022 · Mexico

Unimat de México

Built and led the marketing function for a business importing, manufacturing and selling commercial, industrial and residential flooring, mats, parking-safety products and selected kitchen merchandise.

- Established the department's structure, creative standards and priorities; kept the internal team at five people or fewer, supported by outsourced design, photography, printing and fabrication specialists.
- Connected brand, websites, catalogues, packaging, product photography, advertising, sales presentations and physical displays around a consistent product story.
- Designed and launched 80+ websites during my Unimat tenure, coding many directly and organizing product discovery around application, product family and quote requests.
- Planned catalogue structures, product hierarchies, commercial copy and photography so technical information could support comparison and sales conversations.
- Supported retail channels including Walmart, The Home Depot, Lowe's, City Club and Sodimac through packaging, product information and presentation materials; coordinated recurring design and assortment presentations for The Home Depot and supported the recovery of the Walmart account with Sales and Operations.
- Led concepts and visual direction for showrooms and trade-show spaces, briefing specialist suppliers and coordinating implementation.

Company context: across Oct 2009 - Jun 2022, Unimat grew from about eight employees to just over 200, with Mexico City and Miami locations and two factories in Toluca.

Graphic Designer & Sales Associate

Oct 2009 – 2012 · Mexico

Unimat de México

- Joined as the in-house designer, developing early websites, product photography and sales materials for a growing technical-product business.
- Worked directly with Sales, learning how buyers assessed products and where clearer imagery, specifications or explanations improved the conversation.

Brand Identity, Websites & Commercial Communication

2006 – 2009, plus selected concurrent work · Mexico

Independent client projects

- **ARPEI, c. 2008:** logo, identity manual, website and branded items for an operating steel company, delivered in two months with the owner and investor partners. The identity is still in use.
- **INMAQ, 2007–2022:** logo and website, then about four years of monthly marketing, website and corporate-email support, and occasional work until 2022.
- **Expo CANITEC, May 2011:** took over an urgent event design brief two weeks before the expo in Puebla; hired four collaborators and delivered event graphics, promotional materials and the stand.
- **PLACACENTRO, 2013:** 12-month engagement covering website renewal, a digital catalogue for 500+ products, product photography and an expo stand at the WTC Mexico City.

Newsroom Intern

2005 – 2006 · Mexico

TV Azteca

- Research, editorial judgment and explaining information clearly under deadline.

CORE EXPERTISE

Marketing planning & prioritization

Creative direction

Brand consistency

Product communication

B2B sales enablement

Website & catalogue architecture

SEO & paid-search coordination

Packaging & retail materials

Trade shows & showrooms

Supplier coordination

Training & knowledge management

EDUCATION & DEVELOPMENT

MBA, Marketing

Universidad del Valle de México

Bachelor's Degree, Journalism & Communication

Universidad de Cuautitlán Izcalli

Certified Internal Trainer

Best Buy Canada

Project management coursework

Google

Academic credentials assessed by World Education Services (WES).

LANGUAGES

Spanish — Native · English — Fluent

Portfolio, case studies and contact form at danielpruneda.com