

## About me

I have been leading brand creative for **fifteen years**, from the agency to my own studio. I started at **Publicis Groupe** doing big-retail graphics, and today I lead **TMT Code**, where identity, film production and digital product all come out of the same team.

I design brands and their guidelines, direct photography and campaigns, generate image and video with **generative AI** models, and build the platforms that hold them up — including a SaaS with a crypto payment gateway and over 500 active users.

Art direction

Brand identity

IA generativa

Digital product



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# Julio César Tello Ríos

Vilafranca del Penedès, Spain

/years leading brands

15

15

YEARS OF EXPERIENCE

+12

PEOPLE LED

24

COUNTRIES TAUGHT IN

+500

ACTIVE SAAS USERS

01

PUBLICIS GROUPE RETAIL AWARD

## Experience

APR 2025 — PRESENT

REMOTE / HYBRID

TMT Code

Marketing Manager & Creative Director

- I lead the brand and positioning of an **open source software** agency focused on ecosystems with AI agents, Telegram bots and process automation.
- End-to-end creative direction: identity, visual system, campaign and audiovisual content produced with **AI image and video models**.
- Design and launch of **enterprise-grade SaaS** platforms: API integration, crypto payment gateway and monitoring. **+500 active users**.

FEB 2024 — APR 2025

LIMA · HYBRID

House Match

Marketing Manager

- Led a multidisciplinary team of **more than 12 professionals**: digital strategists, content creators, media buyers and analysts.
- Creative oversight of all campaign output — graphics, landing pages and acquisition content — for corporate clients in the Network Marketing vertical.
- Multichannel plans (SEO, SEM, paid social, email, automation) with continuous optimisation against KPIs and ROI.

JAN 2024 — SEP 2024

WORLDUNITY.IO · REMOTE

World Unity

Head of Marketing · Blockchain & Fintech

- Go-to-market** and growth strategy for exchanges, DApps and DeFi protocols.
- Directed the visual line and the content while building and scaling community: Discord, Telegram and X.
- Acquisition campaigns tied to tokenomics, tracking retention and ROI.

### EARLIER CAREER

2020 — DEC 2023 · LIMA

Freelance

Digital design, e-commerce and performance

APR 2017 — 2019 · ATE, LIMA

TMT Design

Founder & Art Director

FEB 2015 — DEC 2016 · LIMA

Zrii

Graphic Designer · Freelance

MAR 2014 — AUG 2015 · SAN ISIDRO

Publicis Groupe Peru

Senior Visual Designer

2012 — DEC 2013 · LIMA

Arte Textil Latino

Creative Graphic Designer

APR 2010 — DEC 2013 · LIMA

Grupo VCreativos

Web Graphic Designer

## Stack

### DESIGN AND PRODUCTION

Photoshop Illustrator Premiere  
CapCut Figma Photography direction

### AI · IMAGE

Nano Banana Magnific Midjourney  
Grok

### AI · VIDEO AND AVATAR

Kling Veo Seedance HeyGen

### AI · AGENTS AND AUTOMATION

Claude API integration Telegram bots  
Automated workflows

### WEB AND PRODUCT

WordPress HTML / CSS React  
Crypto payment gateways Monitoring

### MARKETING

Meta Ads SEO / SEM Email automation  
Analytics, KPIs and ROI

## Education

2025

Generative AI Masterclass

Cibernàrium · Barcelona

2018

Storytelling (May – August)

Brother Ad School · Lima

2017

Intensive Summer Course in Creativity (October – December)

Brother Ad School · Lima

2014–2018

Art Direction and Advertising

Toulouse Lautrec · Lima

2009–2012

Creative Design

Institute of Design and Communication

## Contact



EMAIL  
julio02tello@gmail.com



Julio César Tello  
linkedin.com/in/juliotellor

PHONE  
664 323 561

### PORTFOLIO

Behance  
behance.net/juliotello

### AVAILABILITY

Hybrid · Remote · Remote worldwide  
International driving licence · Available to travel