

CHIEF CREATIVE OFFICER · BRAND · GROWTH · AI

Alejo *Montero*

I design the campaign, build
the landing page and *buy the
media.*

Seven years scaling a financial-education fintech for Latin America and the US Hispanic market.



Three crafts that rarely live in the same person.

Brand & creative direction

Identities, design systems and campaigns built on a concept. I lead a team of ~20.

Growth & performance

End-to-end funnels: Meta ads, landing pages, automation, CRM and attribution.

Product & web with AI

I design and code websites, funnels and tools. From idea to product in days.

The numbers.

~\$2.8M

USD in managed Meta ad spend

300K+

leads generated

38,699

qualified sales calls

35+

web pages designed and coded

Meta Ads with Hyros attribution · November 2024 to October 2026

CASE · 3-DAY CHALLENGE

The flagship low-ticket launch.

11,063

payments

\$67.78

cost per payment

43,508

leads

\$17.24

cost per lead

82%

show-up at class 1

~3x

more payments per edition

Nine editions, May to October 2026. My part: daily media buying and the Webflow landing pages.

From neon to an academic brand.

LA MARCA

Abacus Exchange es una empresa de tecnología educativa (EdTech) que se centra en resolver los problemas financieros de latinos en todo el mundo, enseñándoles formas de crear riqueza generacional. Desde 2019, nuestra marca ha alcanzado diversos hitos que nos han conducido hasta el presente.

Hemos transitado gradualmente desde una estética futurista y tecnológica hacia tendencias más actuales, distinguidas, sencillas y académicas.



2023 rebrand

Brand book

TradersHub

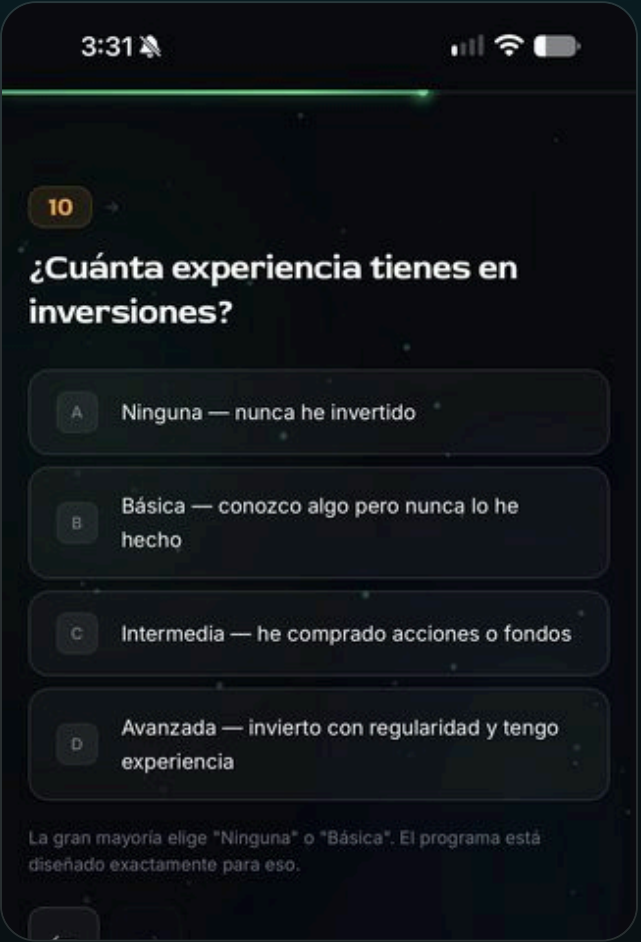
MarketOpen

Visaflex

10+ program identities

Concept, palette, type and personality. Since 2024 I direct my design team's execution.

I design it, and I build it.



35+ pages on a single design system, and a gamified diagnostic funnel taken from reference to production.



I started by making things. *I never stopped.*

Abacus Exchange's first in-house creative in 2019, Chief Creative Officer since 2023. Advertising at APEC, design at Chavón, and a Master's in progress at EUDE Business School.

2019

Social & Graphic Manager

Santo Domingo, DR

2021

Digital Marketing Manager

Open to relocation

2023

Chief Creative Officer

Spanish · English C2

See the full *portfolio.*

Cases, process and results, chapter by chapter.



Scan or visit

alejomontero.com/portfolio

alejo@alejomontero.com

linkedin.com/in/alejoskies