



Rodrigo Cano

Creative & Marketing Partner

rod.cano@proton.me +52 662 429 6633 [linkedin.com/in/rodrigocanoc](https://www.linkedin.com/in/rodrigocanoc)

Guadalajara, MX

SUMMARY

Creative & Marketing Partner driving growth for tech startups and cybersecurity companies. I develop go-to-market strategies, build brand positioning, and execute multi-channel campaigns that generate leads and accelerate revenue. At NeuWrk, I partner with founders to translate business objectives into measurable marketing outcomes — from demand generation and digital advertising to brand launches and market expansion. I thrive in fast-paced environments where strategy meets execution.

EXPERIENCE

Project Lead — NeuWrk

Oct 2024 — Present | Remote

Helping fast-growing startups and frontier companies bring their brand to life. I lead creative projects from kickoff to delivery — making sure strategy, content, and design align with our clients' vision and move fast without breaking.

Social Media Manager — Maltego Technologies

May — Oct 2024 | Remote

Managed social media for one of cybersecurity's leading intelligence platforms. Translated technical concepts into compelling narratives for a global audience of security professionals.

Marketing Associate — Echelon Risk + Cyber

Nov 2022 — Apr 2024 | Guadalajara

Led digital marketing across content strategy, copywriting, social media, video, email campaigns, and event/webinar production for a cybersecurity consulting firm.

Social Media Intern — Echelon Risk + Cyber

Dec 2021 — Nov 2022 | Guadalajara

Managed social media presence, created engaging content for LinkedIn and Twitter, and supported marketing campaigns targeting enterprise cybersecurity decision-makers.

SIDE PROJECTS

Project Aramis

Design & UI

Cybersecurity talent verification platform addressing the trust gap in technical hiring.

The Cyber Idiots

Content Manager / Editor | Sep 2022 — Nov 2025

Editorial and content production for a cybersecurity-focused media brand.

EDUCATION & CERTIFICATIONS

B.A. Communication and Media Studies

Tecnologico de Monterrey

2017 — 2022

Google Ads Search Certification

Google

2023

HubSpot Certifications

Email Marketing, Inbound Sales, Social Media

2022