Lina María Ceballos García

Growth Strategy & Digital Transformation

Medellín, Colombia · linkedin.com/in/linaceballos

PROFILE

Growth strategist and digital transformation consultant with 18+ years across marketing, digital communications and consulting in Latin America. My work spans B2B acquisition, editorial strategy, CRM adoption and practical automation.

SELECTED EXPERIENCE

Co-founder & Growth Consultant · CEGALAB
2026 - Present
Guide clients from diagnosis and positioning to websites, content, CRM and automation. Coordinate delivery across design, editorial and technology.

B2B Commercial Strategy Consultant · Cali Chamber of Commerce
2025 - Present
Advise businesses on inbound marketing, paid media, LinkedIn prospecting and opportunity follow-up.

Digital Transformation Consultant · MAKAIA
2024 - Present
Advised 12 businesses in a 2026 program with the Medellín Chamber of Commerce for Antioquia. Nine completed the process. The program reported a 16.7 percentage point increase in average digital maturity.

Head of Growth & Marketing Director · Castor Evolución Digital
2022 - 2024
Led B2B growth strategy across content, events, paid media, CRM, LinkedIn Sales Navigator and sales automation.

Head of Marketing & Online Communities · Griky
2019 - 2022
Led growth, communications, partnerships and community initiatives for a Latin American education technology platform.

Co-founder & Community Lead · Oja.la
2011 - 2012
Helped grow an education technology platform whose community reached more than 100,000 users.

EDUCATION & TRAINING

PhD in Philosophy · Universidad Pontificia Bolivariana
Master's in Literary Hermeneutics · Universidad EAFIT
Degree in Journalism · Universidad de Antioquia
Artificial Intelligence Bootcamp · Talento Tech / MinTIC / Universidad de Antioquia, 159 hours (2026)

TEACHING & EDITORIAL WORK

University teaching in marketing analytics, digital journalism and communications. Former editor and journalist at PulsoSocial. Independent publishing through CEGALIBRIS.