

Digital Marketer | Growth Marketing Specialist | Digital Strategist | Inbound Marketing Specialist | Head of Content

AREA OF EXPERTISE

Digital Transformation	Campaign Optimization	Data y Martech	SEO and SEM strategy
Performance Marketing	Brand strategy	Digital Advertising	Content Strategy
Social Media Marketing	Performance and Content	Digital Innovation	Customer Loyalty

KEY ACHIEVEMENTS

Digital Transformation: Led a strategy that increased online sales by 25% and improved customer satisfaction by 35%.

Organic Growth: Increased engagement by 40% and organic traffic by 50% within six months.

Campaign Optimization: Improved ROI by 28% and reduced acquisition costs by 13-17%.

Lead Generation: Increased leads by 25% and conversion rate by 15%.

Innovation in Digital Audio: Introduced audio and podcast strategies, achieving a 50% increase in user retention and a 15% increase in advertising monetization.

PROFESSIONAL EXPERIENCE

Digital Marketing Director | Gaming Partners | Mexico City | June 2023 - Present

Reporting to the CEO, I am responsible for the strategic direction and execution of all digital marketing initiatives, focused on customer acquisition and community growth in both the national and LATAM markets.

Responsibilities:

- Designed and implemented B2B and B2C customer acquisition strategies, resulting in a 25% increase in leads and a 15% increase in conversion rates.
- Led a team of 6 people to manage digital marketing campaigns that reached an audience of over 1 million people.
- Managed the company's public relations and corporate communications, ensuring participation in key gaming sector events such as EGS (Entertainment Gaming Show).
- Developed advertising and content campaigns on social media and digital platforms, increasing brand visibility and building a community of over 100,000 active members.
- Responsible for the launch and growth of Uplify, a streaming ad platform on Twitch, generating over 5 million in revenue.

Achievements:

- Increased leads by 25% and improved conversion rates by 15% through optimized digital acquisition strategies.
- Positioned GP as an industry leader at the Merca2.0 Congress.

- Increased ad revenue by more than 3 million pesos through campaigns on streaming platforms.

Digital Marketing Consultant | Consultorio de Ideas | Mexico City | September 2021 - Present

Digital marketing consultant for small and medium-sized businesses, helping develop their digital presence and optimizing their customer acquisition campaigns.

Responsibilities:

- Designed strategic digital marketing solutions for B2B and B2C campaigns, with a focus on lead generation.
- Implemented strategies on Google Merchant and Google Performance Max, significantly increasing ROI.
- Coordinated work teams among freelancers, developers, and clients to ensure the correct implementation of digital solutions.
- Provided strategic advice on integrating CRM and marketing automation tools.
- Increased campaign ROI by 30% through optimizations in Google Ads and Facebook Ads strategies.
- Positioned local brands in the digital sphere through personalized SEO and content strategies.

Creative Director | Diálogo Design | Mexico City | March 2019 - June 2020

Led the development and execution of multichannel creative campaigns, coordinating design and marketing teams.

Responsibilities:

- Developed marketing campaigns for clients in the technology and financial sectors, improving user acquisition and engagement rates.
- Led a multifunctional creative team, ensuring the successful delivery of campaigns.

Achievements:

- Increased customer satisfaction by 20% through creative campaigns aligned with business objectives.
- Increased conversions by 15% with innovative content strategies..

Chief Digital Officer | Interaxion Global Media | Mexico City | May 2018 - March 2019

Responsible for the company's digital transformation, overseeing all digital marketing initiatives..

Responsibilities:

- Increased traffic by 30% and engagement by 25%.
- Implemented strategies to significantly improve customer retention and increase lifetime value (LTV).

Achievements:

- Increased digital traffic by 30% through SEO strategies and content optimization.
- Achieved user engagement rates over 25% with effective digital campaigns aligned with company objectives.

Team Lead | KTBO | Mexico City | September 2017 - May 2018

Led a digital marketing team to develop campaigns for major brands like Mattel.

Responsibilities:

- Developed digital marketing strategies for Hot Wheels and Barbie, doubling the number of fans on social media profiles.
- Increased digital advertising investment from 7 to 62 million pesos in just 6 months.

Achievements:

- Doubled the followers on Hot Wheels and Barbie's social media accounts, improving their positioning in the digital market.

Digital Content Manager | Televisa Interactive | Mexico City | November 2015 - August 2017

Responsibilities:

- Enhanced user experience (UX) and user interface (UI) on the Televisa Espectáculos website, improving CTR and reducing bounce rates.
- Coordinated the creation of exclusive digital content for Televisa platforms, working closely with editorial and social media teams.
- Supervised a team of 53 people in digital content and production areas, ensuring projects were delivered on time.

Achievements:

- Increased CTR and engagement by 15% and reduced bounce rates by 10% through UX improvements..

EDUCATION

AI Certification | University of Chicago | Santander Academy

Storytelling in Digital Marketing Certification | University of Chicago | Santander Academy

Digital Marketing and Advertising | Technological University of Mexico (2019 - 2023)

Inbound Marketing Certification | HubSpot Academy | 2018

Creative Direction | Coursera - UNAM | 2015

ADDITIONAL ACTIVITIES

Health Advocate | National Institute of Nutrition | Mexico City | January 2022 - Present

Collaborated in developing Mexican guidelines for the integral treatment of obesity.

Advocated for better treatment and greater inclusion of overweight individuals in society.

Participated in health awareness and education campaigns for this vulnerable group.