

I turn my passion for tech into profits for companies. With over **10 ten years of experience in boosting the numbers** of multinational companies based in the United States, Argentina, and Colombia, I have become a Full Stack Marketer and an enthusiast of UI. I am proficient in **Performance, CRO, and Data Analytics**

- Google Tag Manager
- Looker Data Studio + REGEX
- CRO and A/B testing + Hotjar
- Google Ads and Google Analytics 4
- Hubspot and Sales Funnel Strategy
- Sales Navigator, Facebook, Instagram, LinkedIn, Pinterest, Tiktok, Twitter Ads

Get a Closer Look at

www.digitalmentora.com

[in linkedin.com/in/digimentora](https://www.linkedin.com/in/digimentora)

[📞 \(+57\) 304 657 60 11](tel:+573046576011)

[✉ hire@digitalmentora.com](mailto:hire@digitalmentora.com)

SOFT SKILLS

Please take a look at www.digiglu.com/values

- ✓ Orientation towards excellence
- ✓ Leadership
- ✓ Active learning
- ✓ Results-oriented
- ✓ User-Centered Approach
- ✓ Strong attention to detail
- ✓ Creativity, initiative, and curiosity
- ✓ Analytical thinking and problem-solving

EXPERIENCE

- MARCH 2022 - PRESENT**
Full Stack Marketer - barriorojo.co
- JANUARY 2022 - PRESENT**
Performance Manger - alkimiads.com
- JANUARY 2020 - PRESENT**
Full Stack Marketer - JFPolitics
- MAY 2019 - FEBRUARY 2021**
Digital Development Analyst - SAC Seguridad
- SEPTEMBER 2018 - APRIL 2019**
Graphic Designer - Web.com
- FEBRUARY - JULY 2017**
Web Designer - Theseus UNAL
- JUNE 2016 - FEBRUARY 2017**
Web Designer and Front-End - remax.co

LANGUAGES

Certification: <https://www.efset.org/cert/vny5Qj>

ENGLISH

- ✓ C2 - Reading
- ✓ C1 - Listening
- ✓ B2 - Speaking

SPANISH - NATIVE

HARD SKILLS

Please check all the **55** certifications at www.digiglu.com/active-learning

SOCIAL PAID MEDIA

- ✓ Google Ads *Certified*
- ✓ Google Ads Display *Certified*
- ✓ Facebook Ads *Certified*
- ✓ LinkedIn Sales Navigator *Certified*
- ✓ LinkedIn Ads *Certified*
- ✓ Tiktok Ads *Certified*
- ✓ Twitter Ads *Certified*
- ✓ Pinterest Ads *Certified*
- ✓ Mobile Apps Marketing & Ads *Certified*
- ✓ Design & Structure Sales Funnel *Certified*
- ✓ Google Ads Search
- ✓ Instagram Ads

DATA ANALYST

- ✓ Google Analytics (2021) *Certified*
- ✓ Database fundamentals + SQL *Certified*
- ✓ Google Tag Manager *Certified*
- ✓ Google Tag Manager for Marketing *Certified*
- ✓ Looker Data Studio *Certified*
- ✓ LDS Reports Generation *Certified*
- ✓ North Star Metric for Startups *Certified*
- ✓ Inbound for Startups w/ Hubspot *Certified*
- ✓ Google Analytics 4 *Certified*
- ✓ Shift to GA4 *Certified*
- ✓ Google Cloud Basics *Certified*
- ✓ HTML and CSS *Certified*
- ✓ Javascript Basics *Certified*
- ✓ Conversion Rate Optimization *Certified*
- ✓ Digital Products A/B Testing *Certified*

BONUS SKILLS

- ✓ Viral Marketing *Certified*
- ✓ Hacks for Writing Headlines *Certified*
- ✓ Instagram Basics *Certified*
- ✓ Content Strategy for Instagram *Certified*
- ✓ Content Creation w/ AI *Certified*
- ✓ Color Theory *Certified*
- ✓ Intro to Growth Marketing *Certified*
- ✓ Digital Organization *Certified*
- ✓ Trello for Activities Management *Certified*
- ✓ Remote Work *Certified*
- ✓ Soft Skills for Female Leaders *Certified*
- ✓ Leadership for Women *Certified*

TRAFFICKER / SEM

- ✓ Facebook Ads Adv.
- ✓ Facebook Ads for eCommerce
- ✓ Facebook Ads for eCommerce Adv.
- ✓ Message Camps w/ Facebook Ads
- ✓ Interaction Camps w/ Facebook Ads
- ✓ A/B Test Camps w/ Facebook Ads *Certified*
- ✓ Facebook & Instagram Ads Policies
- ✓ Copywriting for Facebook Ads
- ✓ Lead Generation w/ Facebook Ads *Certified*
- ✓ FB Ads Camps Analysis and Opt
- ✓ Dynamic Facebook Ads
- ✓ Ads Design
- ✓ Ads for eCommerce
- ✓ SSNN Ads for eCommerce
- ✓ Programmatic Fundamentals

EDUCATION

- MARCH 2021 - PRESENT**
55 Certifications and on - platzi.com - **PLATZI**
- MARCH 2016**
Digital Advertising - iabcolombia.com - **INTERACTIVE ADVERTISING BUREAU**
- NOVEMBER 2015**
Marketing and Design of Websites - utadeo.edu.co - **JORGE TADEO LOZANO UNIVERSITY**
- MAY 2015**
BA Professional in Graphic Design - **JORGE TADEO LOZANO UNIVERSITY**

MAIN FUNCTIONS AND DUTIES AT JOBS

I firmly believe that success is not determined by abilities alone, but rather by the passion and dedication you bring to every responsibility in your role.

FULL-TIME EMPLOYMENT EXPERIENCE: 4.5 YEARS

RE/MAX

- ✓ Design and Programming Web Sites (HTML, CSS, JS)
- ✓ Intranet management with specialised software
- ✓ Community Manager
- ✓ Design of Visual Identity of Umbrella
- ✓ Brand's sub-brands
- ✓ Editorial, PR (Magazines), Branding,
- ✓ Display and Promotional Design

WEB.COM

- ✓ Lead Generation
- ✓ Facebook and Google ADS Design, Creation and Tracking
- ✓ Content Marketing
- ✓ Email Marketing
- ✓ Digital Strategy - Inbound
- ✓ WordPress Site - Design, Management and Optimization
- ✓ Community Management
- ✓ Analytics Tracking and Report
- ✓ Blogging
- ✓ Copywriting
- ✓ Editorial, Branding, and Promotional Design

SAC SEGURIDAD

- ✓ SEO Optimization and Growth Strategy
- ✓ WooCommerce and WordPress Management
- ✓ Regular Staff Training about SEO, WordPress, and Content Generation
- ✓ Database Management
- ✓ Google Analytics Reports
- ✓ Lead and Prospect Generation
- ✓ Content Marketing
- ✓ Community Management
- ✓ Email Marketing and transactional e-mail
- ✓ Conversational Marketing w/ Cliengo
- ✓ Digital Strategy - Inbound
- ✓ CRM Automation
- ✓ DNS, SSL, and SSH Management
- ✓ General Digital Design and Coding (HTML, CSS y JS)
- ✓ Video Creation and Post-Production/ Edition (w/ Premier and After Effects)
- ✓ Automation with Zapier
- ✓ Branding Design and Brand Book Creation
- ✓ Endomarketing
- ✓ Google Analytics Reports
- ✓ UI Design

CONTRACTOR EXPERIENCE: 6 YEARS

ALKIMIADS

- ✓ Hubspot Management and regular team training about how to use it.
- ✓ Ads: Facebook, Twitter, Tiktok, LinkedIn and Google
- ✓ Planning and measurement of digital campaigns with A/B Testing
- ✓ Customer Reports
- ✓ Asana and regular team training about how to use it.
- ✓ E-mail Marketing with Mailchimp
- ✓ Web development
- ✓ Power BI reports and Zapier automation

UNIVERSIDAD NACIONAL DE COLOMBIA

- ✓ Design of Internal Web Sites (Responsive Wireframe and Look and feel)
- ✓ Editorial, Digital, Content, Promotional, Corporate and Branding Design

JFPOLITICS

- ✓ Web Site Building and Design
- ✓ Full Stack Marketing
- ✓ Branding and Editorial Design

SALARY EXPECTATIONS

Based on my 10 years of experience, knowledge, holistic professional profile, and certifications, a net salary around **2500 USD** would be appropriate for me.

Depending on the job conditions and benefits offered by your company, a personalized amount will be displayed by the calculator that you find at:

www.digitalmentora.com/worth

Please take a look at the job conditions chart that you find in there, and interact with the calculator by checking the conditions offered by your company.

MILESTONES

<https://www.elespectador.com/bogota/la-imagen-de-rock-al-parque-article-43182>

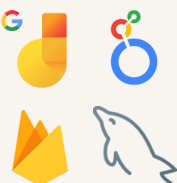
- I designed a poster for a design contest organized by the biggest rock festival in Latin America. It made the top **5 best** designs. The newspaper published an article about it.
- At web.com, I multiplied the leads per ad by **4x** in the first month that I was given this duty.
- At SAC, I multiplied by at least **3x** all the Google Analytics numbers in the first quarter and kept them growing for an entire year.

SOFTWARE ABILITIES

ADS AND GROWTH MANAGEMENT



DATA ANALYTICS



WEBSITE BUILDING



CONTENT CREATION

