



ALEJANDRO ORTIZ OTERO

Growth Hacker // SEO Manager //
Head of Digital

MY BACKGROUND

Digital Manager with a background in Marketing, SEO, and SEM and 9 years of experience growing revenue for several industries like Media, Real State, NGO, Education, and Retail.

SPECIALIZATIONS

Digital Marketing
Web Content Creation
Visual Storytelling
Social Media Campaigns
Paid Social Media Advertising
Email Marketing
Search Engine Optimization
Inbound Marketing

CERTIFICATES & TRAINING

Digital Marketing Fundamentals - Google
Inbound Marketing - Hubspot
Copywrite and Produc Message - CXL
Facebook Ad Avanzado - LinkedIn Learning
Executive Leadership - IDESAA

CONTACT INFORMATION

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CAREER BACKGROUND

DIRECT MARKETING EXECUTIVE

Tiendas OXXO | 2021 - Present

- I'm responsible for performance marketing campaigns and sell of our digital assets. I've increased our revenue 100% within a year.

DIGITAL GROWTH MANAGER // INNOVATION

Epsilon Media Group | 2017-2018/2019- Present

- Managed the abcnoticias.mx's mobile redesign as a result the traffic and revenue increased by 300%

DIGITAL MANAGER STRATEGIST

CEDIM | 2019

- My core responsibility was the creation of a new lead generation process using marketing automation, our time response decreased from day to 30 minutes.

MARKETING COORDINATOR

CIC.MX | 2013-2017

- Managed all the CIC's marketing campaigns using Google Ads, Facebook Business, and Twitter Ads.

EDUCATION

UNIVERSIDAD TEC MILENIO

Master in Business Admsinistration & Mkt, Monterrey
2018- Present

UNIVERSIDAD DEL NORTE

Bachelor in Finance Administration, Monterrey
2009- 2012

SKILLS

- Leadership skills - Marketing Strategies - SEO
- Social Media Marketing - Project Management - Storytelling
Internal and External Communication - Content Marketing

NOTABLE ACHIEVEMENTS

Second place in the first Naranya Challenge (2012) in the Business Model category.