



## SKILLS

- MICROSOFT 365 ENTERPRISE
- MICROSOFT POWER BI / VIEWER
- HOSTING/ WORDPRESS SOLUTIONS
- ADOBE PACKAGE
- UX/UI DESIGN
- SEO/SEM
- ANALYTICS
- META BUSINESS
- TIKTOK BUSINESS
- LOGISTICS AND SOLUTIONS
- E-COMMERCE
- SUNAT CUSTOMS AND PORT TERMINAL PROCEDURES
- IA EMERGING TECHNOLOGIES
- TEC
- GOOGLE ADS
- GOOGLE TAG MANAGER
- GOOGLE MERCHANT CENTER
- GOOGLE ANALYTICS
- INTERNATIONAL TRADE CONSULTING
- BLOGGER WEB
- COMMUNITY MANAGER

## LINKS

- Impulsa Marketing:**  
<https://impulsa.marketing>
- E-Commerce Impulsa Marketing:**  
<https://motocultores.net.pe/>
- Linkedin:**  
<https://www.linkedin.com/in/marco-adrian-absalon-r-0034ab201>
- Facebook:**  
<https://www.facebook.com/MAARoiE>

## REFERENCES

- EDUARDO MIN YACILA ROMERO**  
Pedagogic teacher  
T:976868186
- STALIN VASQUEZ ORIBE**  
Teléfono Móvil  
T:939392328
- ALBERTO PORTUGAL MEDINA**  
Teléfono S.A.  
T:972924287
- FRANKLIN ISRAEL RAMOS SANCHEZ**  
FYRSA LOGISTICS S.A.C  
T:999446786
- ROBERTO GONZALES PINEDO**  
Teléfono S.A  
T:946526921
- YESENIA CHURA**  
Plan a publicidad  
T:945558855
- RUTH GUTIÉRREZ OLIVEROS**  
Circus Eventos- Producción  
T:97224321
- KATY PÉREZ**  
Mira Investment S.R.1  
T:987840443
- ESTUARDO HUMBERTO REGALADO CABANILLAS**  
Teléfono Móvil  
T:996352133
- EVELIO VENTURA**  
Graduate Business School USMP  
T:999005408

## COURSES

- MERCHANDISING, MATERIAL POP, ACTIVACIONES BTL MIRA S.R.L**  
JAN 2015 - DEC 2019
- IMAGE CONSULTANCY AND BRAND GUIDELINES-MOVISTAR MIRA S.R.L**  
PRESENT

# MARCO ADRIAN ABSALÓN ROJAS ERAS

INTEGRAL MARKETING SPECIALIST

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## ABOUT ME

I'm a commercial strategist with international experience in marketing and market analysis, focused on achieving exceptional results. I stand out for my ability to lead teams effectively and establish lasting commercial partnerships. I'm recognized for my creativity, commitment, and proactivity, even in challenging situations. My career has been centered around leading high-performance teams and quickly adapting to different cultures and business environments. I'm willing to relocate and reside in new destinations to seize exciting opportunities. With my experience and leadership, I'm prepared to take your team to new horizons of success.

## WORK EXPERIENCE

### FYRSA LOGISTICS

**S.A.C**  
Lima  
Oct 2022 - Present

#### Key Account Manager

- Managed comprehensive logistics services for international cargo transport, specializing in exports and imports.
- Cultivated and sustained key relationships with major accounts and strategic partners in foreign trade.
- Coordinated customs brokerage, warehousing, and distribution services to ensure efficient end-to-end logistics.
- Drove brand positioning and expanded service portfolio in a competitive market.
- Conducted commercial visits aimed at customer loyalty and client base expansion.
- Successfully closed shipping orders, bolstering presence in the international freight forwarding industry.
- Pioneered digital innovation through the design and implementation of a responsive website, content management on Meta Business, and Google ADS.
- Proficient in 360 Marketing, encompassing sales, international trade, operations, construction, and mass consumption.
- Skilled in strategic planning and operational management with a focus on processes, development, and continuous improvement.
- Led projects with a focus on digital marketing, user experience (UX/UI), and logistical optimization for mineral and agricultural exports.

### IMPULSA MARKETING OUTSOURCING

**E.I.R.L.**  
Nov 2015 - Oct 2022

#### Founder

- Expert in team selection, evaluation, and management for BTL activations at agencies such as MIRA S.R.L, PROSERCORP, and VISUAL IMPACT with national and international reach for 8 years.
- Lead manager for production and direction of events and tactical actions for Movistar brand in Cajamarca over an 8-year period.
- BTL Activation Coordinator for promotional campaigns in renowned stores including EFE, CARSA, and CURACAO, solidifying brand presence in the Cajamarca market for 8 years.
- Digital Marketing Expert with advanced skills in corporate Branding design.
- Specialist in event design, planning, production, and analysis, ensuring memorable experiences aligned with brand objectives.
- Digital Marketing Strategist, leveraging information technologies to meet partner and brand needs.
- Implementer of SEO and SEM strategies to optimize online presence and search engine rankings.
- Social Media Marketing Creative, enhancing brand visibility and engagement in the digital environment.
- E-Commerce solutions developer, including the use of tools like Facebook Pixel, Google Ads, and AdSense to maximize advertising campaign performance.
- Analyst in Google tools such as Analytics, Tag Manager, and Search Console, providing valuable insights for decision-making.
- Creator and implementer of websites, corporate emails, domains, and hosting, ensuring a robust and professional digital infrastructure.
- Advisor in cybersecurity, advocating for best practices to protect information integrity in the digital space.

### GRUPO AUNA

Apr 2016 - Dec 2017

#### Sales agent for oncology programs

- Enhanced client acquisition and retention for oncology programs, ensuring excellence in service delivery.
- Developed and prepared key promotional materials for effective sales of services.
- Efficiently resolved billing issues, including tracking outstanding payments and promoting new benefits.
- Led the selection, evaluation, and management of sales teams focused on intangible products.
- Coordinated schedules and activities, ensuring accuracy in orders, invoicing, and administrative tasks.
- Supervised and regularly updated product information on digital media and social networks.
- Managed and analyzed budgets, outcomes, and statistics to refine sales strategies.
- Maintained and expanded customer base, ensuring strong and lasting business relationships.
- Organized strategic informational events to enhance awareness and sales of oncology programs.
- Implemented business intelligence for competitive analysis and the development of innovative sales tactics.
- Conducted high-level meetings with regional leaders to establish partnerships and secure commercial agreements.
- Accountable for creating and presenting commercial reports using Microsoft Office tools.

### SAGA FALABELLA

**SA**  
Sep 2011 - Feb 2012

#### Part-time salesperson in the men's area

- Effective customer service management, ensuring an exceptional purchasing experience.
- Proactive achievement of individual sales targets, contributing to financial objectives.
- Maintenance and optimization of display area, ensuring attractive product presentation.
- Collaboration in meeting group sales quotas, promoting a team-oriented, high-performance work environment.

## EDUCATION

**PRIVATE UNIVERSITY OF THE NORTH PERU**  
2023

#### Bachelor's Degree in Administration and Marketing

- B.A. in Management and Marketing
- Thesis in Integral Marketing Agency

## LANGUAGES

SPANISH

ENGLISH

## PERSONAL DETAILS

**Date of birth**  
26 Nov 1992

**Nationality**  
Peruvian

**Visa status**  
In process