



MARCO ROJAS

DIGITAL MARKETING SPECIALIST

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SKILLS

E-COMMERCE

GOOGLE ADS / MERCHANT CENTER / WORKSPACE

MICROSOFT EXCEL

MICROSOFT POWERBI / PIVOT

SEO/SEM

UX/UI DESIGN

CRM / E-MAIL MARKETING

HOSTING/ CMS/ HTML / CSS / JAVA / SQL

ADOBE PACKAGE

ANALYTICS

META BUSINESS / DEVELOPERS

TIKTOK BUSINESS

LOGISTICS SOLUTIONS AND INTERNATIONAL TRADE

EMERGING TECHNOLOGIES & API IA

CUSTOMS CLEARANCE AND PORT TERMINALS

LINKS

Impulsa Marketing Outsourcing:

<https://impulsa.marketing>

Herramientas Agroforestales:

<https://motocultores.net.pe/>

Linkedin:

<https://www.linkedin.com/in/marco-adrian-absalon-r-0034ab201>

Facebook:

<https://www.facebook.com/MAARojE>

Granel Market:

<https://aligranel.com.pe>

ABOUT ME

As a passionate business strategist with extensive expertise in international marketing and market analysis, I specialize in innovative strategies that drive growth and optimize performance within the e-commerce sector. My leadership is rooted in building strong strategic partnerships and leveraging emerging technologies to enhance the customer experience. I have successfully led high-performing teams, showcasing an exceptional ability to adapt to diverse cultures and business environments. Open to relocation and eager to embrace new challenges, I am ready to lead your team to success in the ever-evolving digital landscape.

WORK EXPERIENCE

TIENDA SMART E.I.R.L.

Lima
2024 - Present

E-Commerce Technology & Growth Strategist

- Development and optimization of E-Commerce platforms in Shopify, WooCommerce, Magento and PrestaShop, among others.
- Advanced CMS management, focusing on usability, conversion and user experience.
- Implementation of digital growth strategies (Growth Hacking) applied to eCommerce.
- Conversion funnel optimization and CRO (Conversion Rate Optimization).
- Execution of technical SEO and advanced SEM, maximizing traffic and search engine positioning.
- Marketing automation through CRM and email marketing, improving retention and loyalty.
- Management of digital advertising campaigns in Google Ads, Meta Ads and Programmatic Ads.
- Implementation of Facebook Pixel, Google Tag Manager and GA4 for advanced measurement.
- Creation of customized dashboards with Google Data Studio and Looker Studio.
- eCommerce data analysis using BigQuery and Machine Learning applied to marketing.
- Speed and user experience optimization according to Core Web Vitals and UX/UI.
- Development of remarketing and retargeting strategies to increase conversion.
- Implementation of omnichannel strategies for eCommerce integration with physical stores and marketplaces.
- Process automation through APIs and integration tools (Zapier, Make, ERP).
- Attribution models and measurement of the impact of campaigns in different channels.

Tienda Smart:

<https://tiendasmart.pe/>

Instituto Superior Santa Rosa

Lima:

[https://institutosantarosacentral.edu](https://institutosantarosacentral.edu.pe/)

[u.pe/](https://institutosantarosacentral.edu.pe/)

HOBBIES

READING, TUTORIALS,
PHOTOGRAPHY, CHESS,
TRAVEL, GUITAR.

INSTITUTO DE EDUCACION SUPERIOR SANTA ROSA S.A.C

Lima

2024 - Present

GRANEL MARKET E.I.R.L

Lima

2023 - Present

- Advanced web analytics management with Google Analytics 4 and Tag Manager.
- Implementation of payment and logistics solutions.

● Estrategia Digital en Marketing, Datos y Tráfico

- Developed SEO strategies that boosted web traffic by 150%.
- Managed PPC campaigns with a 300% ROI in six months.
- Optimized digital content, achieving a 40% increase in conversion rate.
- Implemented data analysis to guide key strategic decisions.
- Created viral content on social networks, increasing followers by 200%.
- Conducted performance audits that identified opportunities for improvement.
- Collaborated with cross-departmental teams to maximize synergy.
- Trained and coached teams on advanced digital marketing tools.
- Developed performance reports that facilitated decision making.
- Increased customer retention through email marketing strategies.
- Implemented data analytics that guided key strategic decisions.
- Improved conversion rate by 40% by optimizing digital content.
- Achieved a 300% ROI on PPC campaigns in just six months.
- Increased followers by 200% with viral content on social networks.
- Discovered opportunities for improvement through performance audits.

● E-Commerce Growth & Data Specialist

- Developed and optimized E-Commerce stores using WooCommerce and WordPress.
- Implemented SEO and SEM strategies to enhance search ranking and drive traffic.
- Managed advanced plugins to boost functionality and conversions.
- Enhanced speed and performance using Core Web Vitals and Lazy Load.
- Configured secure payment gateways such as PayPal, Stripe, and MercadoPago.
- Integrated Google Analytics 4 and Tag Manager for precise data measurement.
- Automated marketing through CRM and email marketing in WooCommerce.
- Developed conversion funnels to maximize sales and customer retention.
- Managed inventory and logistics with advanced WordPress plugins.
- Optimized UX/UI on product and checkout pages.
- Executed remarketing and retargeting strategies effectively.

REFERENCES

EDUARDO MIN YACILA
ROMERO
Docente Universitario
T: 976868186

STALIN VASQUEZ ORIBE
Telefónica Móvil
T: 939392328

FRANKLIN ISRAEL RAMOS
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FYRSA LOGISTICS S.A.C
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COURSES

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

- Configured and managed campaigns on Google Ads and Meta Ads.
- Built responsive and adaptive websites using Elementor and Gutenberg.
- Customized themes and created child themes in WordPress.
- Optimized databases and cache using WP Rocket and Redis Cache.
- Implemented advanced security management in WordPress and WooCommerce.
- Integrated with marketplaces like Amazon, eBay, and Mercado Libre.
- Implemented Facebook Pixel and Server-Side Tracking.
- Conducted A/B testing on landing pages and checkout to improve conversions.
- Integrated APIs and automated processes for E-Commerce.

● **Freelance Key Account Specialist**

- Managed strategic partnerships with shippers, carriers, and international logistics operators.
- Negotiated rates and terms with shipping lines, freight agents, and port terminals.
- Developed agreements with customs and regulatory bodies to optimize operations.
- Optimized supply chain costs and timings through targeted logistics strategies.
- Analyzed international trade opportunities for client expansion and growth.
- Supervised import and export processes, ensuring efficiency and regulatory compliance.
- Developed international logistics strategies focused on operational efficiency and cost reduction.
- Advised on route and transport mode selection (maritime, air, and land).
- Implemented risk management strategies at customs and port terminals.
- Managed processes in Free Trade Zones and temporary warehouses.
- Negotiated with port and off-port terminals to optimize time and costs.
- Implemented digital tools for real-time cargo tracking and traceability.
- Managed KPIs and performance reporting in the logistics and supply chain.
- Provided guidance on customs regulations and compliance in international trade.
- Managed costs and margins in freight forwarding and multimodal transport operations.
- Developed strategies to optimize customs clearance times.
- Consulted on the digitalization of logistics and customs processes.
- Created client retention and loyalty strategies in the logistics sector.
- Engaged in networking and industry events to generate business opportunities.

**VISUAL MERCHANDISING,
EVENTOS
CORPORATIVOS,
ACTIVACIONES BTL
MIRA S.R.L**

JAN 2015 - DEC 2019

**ASESORÍA DE IMAGEN Y
LINEAMIENTO DE MARCA-
MOVISTAR**

MIRA S.R.L

JAN 2015 - NOV 2023

**MARKETING DIGITAL
GROW WITH GOOGLE**

JAN 2015 - PRESENT

**ATRAE A UN PÚBLICO
META BLUEPRINT**

JAN 2023 - PRESENT

**SEARCH ENGINE
MARKETING (SEM)
MICROSOFT**

ADVERTISING

JAN 2023 - PRESENT

**PLATAFORMA DE
CHATBOTS AVANZADA
BOOTPRESS & OPEN IA**

JAN 2023 - PRESENT

**EXTRA-CURRICULAR
ACTIVITIES**

**VOLUNTARIO NUEVA
ACROPOLIS
NUEVA ACROPOLIS**

Cajamarca /

JAN 2021 - JUN 2021

As a volunteer in New Acropolis, I participated in the management of community, educational and cultural projects, as well as in the organization of solidarity and philosophical events. I supported volunteer training, humanitarian and environmental campaigns, promoting citizen values and strategic alliances. In addition, I contributed to digital communication, fundraising and facilitation of reflection spaces to strengthen the organization's mission.

Translated with
www.DeepL.com/Translator (free version)

**IMPULSA
MARKETING
OUTSOURCING
E.I.R.L.**

Lima

2015 - Present

- Developed strategies for expansion into new international markets.

Founder & Growth Strategist

- More than 10 years of experience leading traditional and digital marketing strategies, combining BTL, Trade Marketing and Performance Marketing.
- Specialist in BTL and Trade Marketing activations, designing unique brand experiences in retail and corporate events.
- Experience in planning and executing corporate events, trade shows, product launches and impactful brand activations.
- Development of advanced digital strategies to enhance online presence and audience engagement.
- Maximizing ROI in national and international campaigns, optimizing advertising investment and commercial results.
- Branding and positioning management, integrating physical and digital channels to generate a powerful brand impact.
- Web traffic optimization through technical SEO and SEM, improving conversion and online visibility.
- Development of E-Commerce solutions and remarketing strategies to increase customer loyalty and retention.
- Implementation of Performance Marketing and Paid Media, using Google Ads, Meta Ads and programmatic ads effectively.
- Design and management of conversion funnels to maximize leads and sales in digital environments.
- Specialist in marketing automation and CRM, optimizing customer relationships and personalizing campaigns.
- Extensive experience in negotiation with shippers and international logistics, applying foreign trade and distribution strategies.
- Consultant in transfor

GRUPO AUNA

Perú

Apr 2016 - Dec 2017

Sales agent for oncology programs

- Significant increase in client acquisition and loyalty for oncology programs, guaranteeing excellent service.
- Development and preparation of key materials for the effective promotion and sale of services.
- Agile resolution of incidents in collection processes, following up on outstanding quotas and promoting new benefits.
- Leadership in the selection and management of sales teams, focused on intangible products.
- Efficient coordination of agendas and activities, ensuring accuracy in orders, invoicing and administrative management.
- Supervision and continuous updating of product information in digital media and social networks.
- Detailed management and analysis of budgets and statistics to optimize sales strategy.
- Maintenance and expansion of the customer portfolio, ensuring solid and lasting business relationships.
- Organization of strategic informative events to boost awareness and sales of oncology programs.
- Implementation of business intelligence for competitive analysis and creation of innovative sales tactics.

**SAGA FALABELLA
SA**
Sep 2011 - Feb 2012

- Management of high-level meetings with regional leaders to establish alliances and close business deals.
- Development and presentation of business reports using Microsoft Office tools.

● **Part-time salesperson in the men's area**

- Effective customer service management, ensuring an exceptional shopping experience.
- Proactive fulfillment of individual sales goals, contributing to the achievement of financial objectives.
- Maintaining and optimizing the display area, ensuring an attractive product presentation.
- Collaboration in achieving group sales quotas, fostering an environment of teamwork and high performance.

EDUCATION

**PRIVATE
UNIVERSITY OF THE
NORTH PERÚ**
2023

● **Bachelor's Degree in Administration and Marketing**

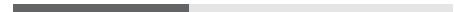
- Bachelor's Degree in Administration and Marketing - Universidad Privada del Norte.
- Thesis focused on Integral Marketing Agency, highlighting innovative strategies.
- Recognized as winner of the Business Strategy contest, demonstrating competitive and creative skills.

LANGUAGES

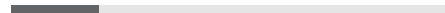
SPANISH



ENGLISH



SIMPLIFIED CHINESE



PERSONAL DETAILS

Date of birth

26 Nov 1992

Nationality

Peruvian

Marital status

Cohabitant