



Carlos Sis Izaguirre

DIGITAL MARKETING ANALYST

Profile

In the last 7 years I have been training as a digital specialist, I studied Chemical Engineering which gave me analytical skills and solid mathematical knowledge to apply in different projects, my interest in Digital marketing was growing, and I decided to train in different institutions which gave me knowledge advanced to start my own e-commerce and make it profitable for more than 5 years, applying Digital Marketing, SEO, SEM, Conversion Rate Optimization, Collaborations with Influencers and Data Analysis to optimize results in digital businesses.

Employment History

Founder, Cell Export GT , Ciudad de Guatemala

JANUARY 2016 – DECEMBER 2020

- I built one of the first **E-commerce with Email Marketing**, SEO, SEM strategies in Guatemala, competing in traffic with iShop and iStore, leaders in the Apple brand cell phone industry.
- Acquisition of paid traffic from Facebook using custom audiences, **lookalike audiences** and creating strategies for each prospect based on their buying behavior, as well as **Remarketing** campaigns and conversions.
- Google Analytics Analyst to optimize campaigns and identify opportunities in each channel.
- Email Marketing Strategy with Mailchimp and Klaviyo with which **Cross-Selling**, Up-Selling automations were built along with 5 other automation campaigns to increase the **LTV** of the clients.
- CMS web designer in Wordpress and **Shopify**, deciding categories and giving priority to products with high movement in stock and with better profits.
- Positioner of the web www.cellexportgt.com with several keywords in the **first place** in Google applying **SEO -Data Driven Content Strategist**.
- Process automation.
- I built an audience of **35,000** Followers on Facebook and **28,000** on Instagram.

Digital Marketing Consultant, Mood Digital , Remote

JANUARY 2021 – AUGUST 2021

- Google Data Studio, Tag Manager, Analytics, Facebook and Google Ads Consultant for Marketing Agencies in Mexico
- Digital Marketing Consulting for Traffickers focused on Acquisition.
- Growth Marketing Strategist in a service company to open new channels in Paraguay.

Marketing Manager for E-Commerce, Helix Media, S.A., Guatemala

AUGUST 2021 – PRESENT

- I was in charge of Optimizing and directing the digital team, in my administration the staff was reduced from 6 to 3 People for the Marketing Area thanks to my implemented automations, it was possible to build workflows to improve performance, create standards to make key decisions.
- New processes were implemented to prioritize tasks and increase results such as the focus on SEO using search tools and competition research.
- Report automation and eliminate duplicate tasks to increase employee time.

Details

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Links

[Facebook](#)

[Instagram](#)

[LinkedIn](#)

[Portafolio](#)

Skills

Data Analysis

Leadership

Communicative

Knowledge of Technical Diagrams

Goal Oriented

Ability to Work in a Team

Fast Learner

Commitment

Languages

Español

Ingles

- With data analysis using tools such as **Google Data Studio**, budget leaks were identified and they were correctly distributed, which achieved an immediate result for Facebook Ads campaigns, **increasing ROAS** and **reducing Cost per purchase**.
- I was in charge of Optimizing and generating new trends such as the use of Artificial Intelligence in the Digital Marketing process, to open new opportunities in SEO
- Audiences and segments were built to implement Cross-Selling / Up-Selling techniques.
- Construction of workflow connecting CRM, Products, Prices, quantities, Search Volume, Probability of sale to connect them with the most appropriate Marketing channel and Automating the process.
- Creator of process to investigate the competition and expand the product catalog as well as generate new Insights to the General Manager for the search of suppliers.
- In charge of choosing products and services to promote in traditional media such as Nuestro Diario and SOY502.

Education

Chemical Engineering, Universidad de San Carlos de Guatemala, Guatemala

JUNE 2013 – OCTOBER 2017

70% of the degree course helped me to acquire skills in solving abstract problems, analytical ability, interpretation of statistical data and application of the scientific method to obtain results.

Digital Marketing, Next University, INC, Online

JANUARY 2017 – DECEMBER 2020

I get 9 certificates in Digital Marketing knowledge, which allow me to do 360 strategies professionally, such as SEO-SEM, Digital Media Advertising, Content Design, Web Analytics, etc.

Growth Marketing Minidegree, CXL Institute, Online

JANUARY 2021 – PRESENT

I am currently doing several mini-degrees in Marketing such as Technical Content Marketing, Conversion Optimization, Customer Acquisition, Digital Analytics, Digital Psychology and Persuasion and Growth Hacking.

Marketing Tools:

Google Ads
 Facebook Ads
 Google Analytics
 Google Data Studio
 Google Search Console
 Shopify
 Wordpress & Woocommerce
 Google Sheets, Excel
 Hubspot
 Trello
 Adobe Photoshop
 Final Cut Pro