

**JUAN CAMILO JIMENEZ**  
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Montreal, Canada  
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## PROFESSIONAL PROFILE

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Dynamic digital marketing specialist focused on create and optimizing digital strategies specially for web environments. With 4 years of experience helping companies enhance their online presence through SEO Campaigns, Paid Advertising on Google Ads and Facebook Ads, and developing Websites.

Passionate about data, I focus on making data-driven decisions with a creative approach to effectively analyze complex problems and provide effective solutions, even in high-pressure environments. To achieve this, I use tools like Google Analytics, Google Looker Studio, and Microsoft Excel or Google Sheets.

Additionally, I have a strong curiosity aimed at continuous improvement. This has led me to acquire cross-disciplinary knowledge in digital marketing, including email marketing, WordPress website development, and CRM Management and automations with tools like GoHighLevel. Finally, I emphasize my ability to work through Project Management strategies to relate effectively to all organizational levels.

## PROFESSIONAL COMPETENCIES

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- Full Stack Marketer
- Google Ads and Meta Ads.
- Data-Driven Decision-Making
- Project Management
- Data Analysis
- Analytical Thinker

## EXPERIENCE

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- UXStrive Agency** - Montreal, Canada January 2024 - July 2024  
*Marketing Specialist - Freelancer Job*
- Ran SEO audits and executed SEO strategy for the Agency and Clients.
  - Ran Ads on Google and Meta with 2 budgets over \$10.000 CAD.
  - Created a Funnel with 4% of Conversion Rate and High Quality Leads.
  - Report creation for an effective campaign optimization.
- Mark3ting** - Montreal, Canada December 2023 - January 2024  
SEO Specialist - Volunteering
- Planned and Developed the SEO Strategy for the website.
  - Ran Web's Content Strategy.
- Gina Sanchez Vital** - Bogota, Colombia May 2020 - June 2024  
*Marketing Specialist - Freelancer Job*
- Created a marketing strategy for the project.
  - Managed the email marketing campaign, produced 10 impact emails.
  - Created the strategy and content grid for Instagram, Facebook and TikTok.
- Nexperience SAS** - Bogota, Colombia March 2023 - May 2023  
*SEO Specialist - Freelancer Job*
- Ran a SEO Audit for the website.
  - Planned SEO Strategy.
- Kollect SAS.** - Bogota, Colombia November 2022 - July 2023  
*Copywriter*
- Ran SEO Audit for the website, and developed the website's SEO strategy.
  - Ran Meta Ads Campaigns with a budget over \$10.000 USD.
  - I wrote over 40 impactful articles for web.
  - Set Up Monday with a Project Management perspective, based on Marketing KPIs.
- Browser Travel Solutions.** - Bogota, Colombia August 2021 - November 2022  
*Blogger*
- Implemented Backlink Strategy with a budget over \$5.000 USD.
  - Negotiated with more than 40 bloggers in the tourism sector.
  - I wrote over 100 high-quality articles for web positioning and SEO-focused.

## EDUCATION

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- **Greystone College – Montreal, Canada**  
Digital Marketing Specialist - **Current Studying**
- **Rosario University – Bogota, Colombia**  
Professional in Political Science and Government

## LANGUAGES

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- English: Fluent
- French: Beginner, currently improving.
- Spanish: Native
- Portuguese: Beginner