



# Gerardo Pérez González

## Digital Marketing Specialist

A results-driven digital marketing professional dedicated to leveraging MarTech tools for measurable company growth. Expertise in SEO, PPC, social media, and content marketing, combined with data analytics (Google Analytics, HubSpot, Hootsuite), ensures campaigns are optimized for maximum ROI. I am currently pursuing a Marketing Analytics Bootcamp and am dedicated to continuous learning and growth.

### [GitHub Profile](#)

## Experience

05.2023 - 02.2024

CROWDCONSULTANTS | Berlin, Germany (Remote)

### Interim Marketing Manager

- Increased website traffic by 25% and conversion rates by 20% through website analytics and optimization.
- Grew social media presence by 120%, emphasizing organic growth for greater brand awareness and community engagement.
- Managed successful paid campaigns across Meta and LinkedIn to drive targeted leads and conversions.

04.2022 - 04.2023

NinjaOne | Berlin, Germany

### Marketing Manager

- Boosted organic Spanish web traffic by 106% in 6 months with SEO, A/B testing, and content localization.
- Managed successful paid campaigns with 7-digit monthly budgets, optimizing performance through data analysis and meticulous keyword research.
- Increased conversions by 15% with retargeting, landing page optimization, and ad copy split testing.
- Improved team productivity by 20% through defined roles, responsibilities, and budget optimization.
- Fostered cross-departmental collaboration with Sales to align on common goals and enhance marketing impact.

02.2020 - 03.2022

We Love X | Berlin, Germany

### Website Manager

- Launched and managed 120+ WordPress websites, optimizing for peak performance and user experience using Cloudflare, Google Analytics, Google Optimize, and Google Tag Manager.
- Grew the company's social media presence by 65%, boosting brand awareness and visibility.
- Led product development and successful launch of new WordPress websites, ensuring on-time delivery and optimal user experience.
- Continuously improved website quality and efficiency through testing and implementation plans, resulting in increased traffic and conversions.

## Extra-Curricular Activities

### Metal Addiction Webzine

Leveraging my marketing and technical expertise, I built and manage Metal Addiction, one of the most successful online magazines for Latin American metal music.

[www.metal-addicition.cl](http://www.metal-addicition.cl)

### M-DGTL Agency

Founded M-DGTL, a web design and digital marketing agency specializing in empowering small Chilean businesses.

[www.m-dgtl.cl](http://www.m-dgtl.cl)

## Contact

### Phone

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### Email

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### Address

13053, Berlin, Germany

### Work Permit

Permanent Residence

### Place of Birth

Puerto Montt, Chile

## Education

03.2021 - 03.2022

Digital Marketing Specialist

Simplilearn

03.2012 - 12.2016

Bsc. IT Engineering

Universidad Tecnológica de Chile  
INACAP, Puerto Montt, Chile

## Expertise

HTML | CSS | Javascript

Hubspot | Ahrefs | Semrush

Screaming Frog | Similarweb | Asana

Adobe Suite (PS, AI, After Effects)

Google Ads | Meta Ads

Python | SQL

Google Analytics | Search Console

Google Tag Manager | VWO

Salesforce | Pardot | Salesloft

WordPress | Jira | Looker Studio

## Language

Spanish - Native Speaker

English - C1

German - B1

## Certificates

[Google Analytics Certification](#)

[Google Ads Measurement](#)

[Attract & Engage Customers with Digital Marketing](#)

[Marketing Analytics for Business](#)