

JUAN PABLO HUICI

DIGITAL MARKETING SPECIALIST

I am a digital marketing specialist with experience in multiple platforms. I have successfully completed many courses and have acquired skills in creating effective websites, increasing conversion rates, creating advanced landing pages, writing persuasive copy, conducting email marketing, SEO, Facebook and Instagram advertising, and Google Analytics. I am a persuasive storyteller and can effectively use cognitive biases to convince potential clients to purchase our products.

MY WORK EXPERIENCE

Digital Marketing

Freelance

Jan 2022 - Present

- Creation of WordPress websites and content management.
- Increased conversion rate through creating advanced landing pages and persuasive copywriting.
- Implementation of digital marketing strategies.
- Email marketing using Mailchimp.
- Facebook and Instagram advertising.
- Retargeting.
- Data analysis with Google Analytics.

AH Automatismos

Administrative/Electrician


Jan 2014 - Dec 2021

- Successfully managed company assets, resulting in a 15% reduction in equipment downtime.
- Assembled electrical panels for different production lines in the food industry, resulting in a 20% increase in production efficiency.
- Installed industrial lamps and other electrical equipment, ensuring smooth operation of production lines.




CONTACT

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EDUCATION

San Luis Gonzaga Institute

Bachelor of Human Services

2012

SKILLS

- WordPress
- SEO
- Canva
- HTML
- CSS
- Marketing strategies
- Copywriting
- Email Marketing
- Social Media Ads
- Google Analytics

LANGUAGES

Spanish

Native

Portuguese

A2

English

C1