

Kevin Felipe Goyes Alfonso

Marketing and international business professional with experience as a digital trafficker and community manager. With knowledge in programming such as (Js, React, Python)



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Bogota, Colombia

Work Experience

Marketing Leader EanCampuslands - Universidad Ean 2024 - 2025 Bogota Colombia

- Creation and implementation of commercial strategies, both BTL and ATL.
- Recruitment management of new students and investors through marketing.
- Data monitoring and analysis (SQL - SAP)

Team Leader - The Plant Management Company 2023 - 2024 Melbourne Australia

- Team leader, task assignment and goal achievement
- Work inventory organization.
- Monitoring and recording daily goals
- Direct communication with Clients

Trafficker digital - Axioma b2b 2022 - 2023 Bogota Colombia

- Creator of digital campaigns in Meta Ads, Google Ads and LinkedIn Ads.
- Execution of processes such as webinars, web banners and news on digital platforms.
- Monitoring and analysis of data on social networks.

Analyst Jr (marketing, e-commerce) - Claro Club Claro 2021 - 2022 Bogota Colombia

Community manager (marketing, e-commerce) - Texano Jeans 2020 - 2021 Bogota Colombia

Academic Background

Professional in Marketing and International Business (2022) Universidad Sergio Arboleda - Bogotá Colombia

English Advanced (2023)
Elsis institute - Melbourne Australia

Python - Js - React - SQL - Ads - Github- IA
Platzi

Key Skills

Marketing Expertise

- Social Media and Website Management
- Creation of content strategy (Meta Ads, Google Ads and LinkedIn Ads.)
- Data analysis and monitoring (SQL - Python)
- Advanced English proficiency

Data Science & Development

- Knowledge of JavaScript and Python, SQL
- React and Astro for the development of interactive interfaces
- UX/UI for intuitive and visually appealing user experiences.

References

Ben Hollins +61 403218846
Zone Manager - The Plant Management Company

Yineth Gil +57 3183880839
Trafficker Leader - Axioma b2b

Jhon Acosta +57 3164919877
Lider Operativo - U. Ean