



ALAN EDUARDO HERNÁNDEZ TAPIA

SOCIAL MEDIA & DIGITAL MARKETING
PROFESSIONAL

ABOUT ME

I'm a professional in social media and digital marketing, focused on cultivating and enhancing the digital presence of the brands I collaborate with.

My main objective is to boost their business opportunities using today's digital tools.

I'm constantly in search of updating my knowledge, knowing that the digital world is constantly changing.

LANGUAGES

Spanish



English



French



CONTACT INFO

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SKILLS

- Use of Meta ads and Google ads including planning, interpretation of data and working under KPI's.
- Design of digital marketing strategies in all needed communication channels.
- Webpage design with Wordpress (focused on SEO optimization and Look & Fill improvement)
- e-Commerce Management using ERP
- Audiovisual content planner & creator
- Recording and Editing of video, audio & photography with Adobe Suite
- Community Management
- Creative Copywriting.

EXPERIENCE

• Digital Marketing Manager

Ligna / January 2023 - August 2023

- Ads campaigns on Google Ads & Meta Ads
- Management of digital communication channels such as Facebook, Twitter, LinkedIn and website
- Website design and SEO enhancement
- Creation of the content and management of the digital presence for more than 50 clients.

• Digital Marketing Manager

Xprite & Hax Helmets / Feb 2022 - Jan 2023

- Ads campaigns on Google Ads & Meta Ads
- Management of digital communication channels such as Facebook, Instagram, TikTok, Youtube, LinkedIn and website
- e-Commerce management (Mercado Libre y Amazon) using ERP for inventories.
- Public relationships for brand awareness on social media, social events and expositions.
- Website designed

• Digital Marketing Jr. - Community Manager

e-Bitware Software / Jan 2021 - Feb 2022

- Designing and deployment of digital marketing campaigns on Google Ads, Mailing, Whatsapp API and Meta Ads for e-Bitware's SAAS (Software As A Service).
- Creation of the digital presence and communication of e-Bitware on Social Networks, its own website aligning to all the visual and communicative values.

EDUCATION

Facultad de Artes y Diseño (Xochimilco) - Universidad Nacional Autónoma de México

Postgraduate diploma on Marketing, Communication and Design for Digital Media (2022)

- Focused on the planning, creation, execution and analysis of digital marketing strategies.

Facultad de Estudios Superiores Acatlán - Universidad Nacional Autónoma de México

Bachelor's Degree on Communication Studies (2017 - 2021)

- Focused on Audiovisual Communication