

Luis Despiau

Full Stack Developer, Data Scientist, and Digital Marketing

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Professional Summary

Multidisciplinary and results-driven professional with over 20 years of experience in digital marketing, e-commerce, and data science. Expert in applying advanced analytics, artificial intelligence, and transformative digital strategies to deliver measurable business outcomes. Proven expertise in managing high-performance campaigns, collaborating with cross-functional teams, and delivering creative solutions that maximize ROI.

Experience

Foundation Wellness Remote

Aug 2021 – Present

- **Paid Search Manager**

Jan 2023 – Present

- * **Campaign Management:** Focused on paid search as the primary responsibility, managing Amazon PPC and DSP, Google Ads, Walmart Ads, Bing Ads, and Target Ads. Drove significant revenue growth for leading brands including PowerStep Insoles, Currex, and Flat Socks.
- * **Optimization:** Improved ROI and performance by analyzing data and market trends, ensuring efficient strategies across all platforms.
- * **Collaboration:** Aligned paid search campaigns with broader e-commerce objectives by collaborating with cross-functional teams.

- **Amazon Digital Marketing Manager**

Aug 2021 – Dec 2022

- * **Department Management:** Supervised a team of two focused on PO processing and content operations. Oversaw all Amazon strategy, market analysis, and operational excellence.
- * **Efficiency and Strategy:** Spearheaded highly efficient advertising strategies, significantly increasing sales from \$16 million to \$44 million.
- * **Advertising Expertise:** Executed and optimized Amazon PPC and DSP campaigns, ensuring consistent growth and ROI.

Tradefull

Canton, OH

Digital Marketing Consultant

Feb 2021 – Jul 2021

- **Strategy Development:** Developed and executed high-level digital marketing strategies for prominent brands including RadioShack, DressBarn, and Pier 1 Imports, ensuring measurable growth and engagement.
- **Campaign Management:** Led Google Ads and Amazon PPC campaigns, optimizing performance and ROI for key accounts.

DF Supply, Inc.

Streetsboro, Ohio

E-Commerce Digital Marketing Manager

Mar 2020 – Aug 2021

- **Website Management:** Managed digital marketing for 50+ websites specializing in retail and federal contracts.
- **Campaign Execution:** Ran high-performance Google Ads campaigns and optimized Amazon stores for private labels.

Tire Outlet USA

Canton, OH

Digital Marketing Manager

Dec 2018 – Feb 2020

- **Marketing Strategy:** Developed and implemented digital marketing strategies to boost online presence and sales for auction and liquidation services.
- **System Integration:** Streamlined inventory management and optimized data flows between the warehouse and the digital platform.

Projects

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| AI Transcriber | <i>AI-Powered Meeting Transcription and Summarization Tool</i> | <i>Self-employed</i> |
| | | <i>Jun 2023 – Present</i> |

- **Real-time Transcription:** Developed a web application that leverages AI to transcribe and summarize meetings in real-time, capturing every detail with precision.
- **Website:** ai-transcriber.com

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|------------------|---|---------------------------|
| Flowtimer | <i>Pomodoro Timer with Task Checklist</i> | <i>Self-employed</i> |
| | | <i>Jan 2023 – Present</i> |

- **Productivity Tool:** Created an open-source Pomodoro timer with customizable time intervals and task checklist to enhance productivity.
- **Website:** flowtimer.app

Education

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|--|---|----------------------------|
| Massachusetts Institute of Technology | <i>Applied Data Science - Machine Learning, Deep Learning</i> | <i>Remote</i> |
| | | <i>Feb 2023 – Jun 2023</i> |

- **Activities:** Hands-on projects, case studies, Python coding sessions, data visualization exercises, machine learning model implementation, deep learning experimentation, ChatGPT-focused activities, solving real-world problems, Capstone project presentations, alumni engagement opportunities, industry partnerships, webinars, and discussion forums.
- **Skills:** Machine Learning, Deep Learning, Python, Neural Networks, Data Analysis.

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| Universidad del Este | <i>B.Sc., Computer Science</i> | <i>Puerto Rico</i> |
| | | <i>2008 – 2013</i> |

- **Activities:** Participated in data modeling workshops, software development projects, and hackathons focusing on algorithm optimization and coding challenges. Contributed to community outreach programs introducing technology to underserved areas, mentoring students in foundational programming and computational thinking. Engaged in student-led initiatives to design software prototypes for local businesses, integrating academic learning with practical applications.
- **Skills:** Programming, Algorithm Design, Database Management, Statistical Analysis.

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|-----------------------|---|--------------------|
| NUC University | <i>Technical Certificate, Electrical and Telecommunications Engineering</i> | <i>Puerto Rico</i> |
| | | <i>2013 – 2015</i> |

- **Activities:** Circuit design labs, microcontroller programming, and telecommunications workshops.
- **Skills:** Circuit Design, Network Integration, Automation, Telecommunications Systems.

Skills and Certifications

- **Technical Skills:** Python, TensorFlow, SQL, React, Node.js, AWS, Machine Learning, Data Analysis, Pro Tools HD, Analog Sound Systems.
- **Marketing Skills:** SEO, PPC, Google Ads, Amazon DSP, Digital Strategy, Data-Driven Insights, Communication.
- **Certifications:** Google Ads Certified, AWS Certified Solutions Architect, Amazon DSP Certified, Boost Your Analytics Career with GA4 (Simplilearn).
- **Creative Skills:** Cinematography, Adobe Creative Suite, 3D Modeling, Animation, Artist Branding & Digital Marketing.
- **Soft Skills:** Leadership, Strategic Planning, Team Collaboration, Public Speaking, Presentation Skills.

Languages

English (Bilingual proficiency), Spanish (Native), Portuguese (Professional working proficiency).

References

Available upon request.