





Robert Riera

Digital Marketing Specialist

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I'm a digital marketing specialist with 6 years of experience helping brands across various industries grow through advertising strategies, conversion funnels, and automation. I specialize in WordPress web development, SEO positioning, and multichannel campaigns on Google, Meta, and TikTok. My focus is on generating measurable results, optimizing processes, and scaling businesses through data-driven decisions.

Work experience

Chief Marketing Officer (CMO) | IP Architechs | United States

2023 - Present

- Increased ROI in advertising campaigns, leading to a 30% revenue growth in the company's first year under my marketing direction.
- Achieved a significant increase in lead generation through personalized content strategies and funnel optimization.
- Successfully implemented optimization strategies that led to a noticeable increase in organic traffic and a significant improvement in website conversion rates.

Digital Marketing Manager | DrEnvio | Mexico

March 2022 – December 2023

- Led digital marketing strategies that increased platform traffic by 40%, boosting DrEnvio's growth in the Mexican shipping market.
- Improved the online platform by optimizing user experience and simplifying the generation of personalized shipping guides, increasing client retention.
- Launched multichannel advertising campaigns, including reels on social media, achieving a notable increase in client acquisition and lead generation.

Digital Marketing Manager | Movii Agencia | Colombia

March 2022 – January 2023

- Established strategic partnerships with hotel owners to promote bookings, generating additional revenue for Movii Agencia.
- My performance in digital marketing was reflected in two salary increases, highlighting my commitment and tangible results.
- Led successful advertising campaigns to attract qualified leads, focused on hotel rentals in Colombia's coastal regions.

Skills

- Paid Ads Optimization (Google Ads, Meta Ads, TikTok Ads)
- WordPress Web Development with SEO Focus
- Lead Generation & Conversion Funnels
- Intermediate English Level (B1)
- Content Creation & Digital Branding
- Data-Driven Marketing Strategies

[More information about me](#)