



# FRANCISCO HURTADO

DIGITAL MARKETING MANAGER

## ABOUT

Detail-oriented and resourceful marketing manager with expertise in digital marketing, data analysis, web analytics.

Proficient in various programming languages and technologies.

Looking for a Senior leadership role in the tech industry.

## EDUCATION

### BACHELOR IN ELECTRONICS ENGINEERING

Universidad Nacional Experimental del Táchira - 2013

### MASTER IN INDUSTRIAL AUTOMATION

Universidad Nacional de Colombia - 2015  
(not finished)

### MASTER OF BUSINESS ADMINISTRATION - MBA

EUDE Business School - 2022

## RECENT EXPERIENCE

### DIGITAL CHANNEL MARKETING MANAGER

Schneider Electric 2017 - Present

- Define the annual marketing plan, buyer persona, GTM and communication strategy for the electrician channel.
- Develop the electrician channel program aimed to foster customer loyalty.
- Plan, lead, and monitor engagement campaigns for social media, email marketing, and SEM.
- Report results and present plans to local and global stakeholders.
- Project management for the development and continuous deployment of new services.
- Grew a community of more than 10k electricians.

### PRM CHAMPION

Schneider Electric 2017 - 2021

- Deployed a kit of web and app services for electricians.
- Content marketing and program management.
- Created visual arts and videos for social media and email marketing (Photoshop, Premiere).
- Managed customer databases.
- KPI tracking (web analytics, social media, SEO).
- Launched new services (mySchneider opportunities, chat, product selector, online courses) for mySchneider users.



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Bogotá, Colombia

## SKILLS & TECH

- Digital marketing, business strategy, program management, market research, analytical Skills
- Microsoft Office, Salesforce CRM, Google Analytics
- HTML, CSS, C++, Java, Kotlin, Python, SQL, MATLAB, Git, Jupyter Notebooks