

John Bernal

Psychologist, growth marketer and, front-end

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EXPERIENCE

GROWTH MARKETER LATIN AMERICA, NEARGROUP INC.

Remote

08/2018 – present

- Grow Latin America user base through:
 - Inbound Marketing: copywriting, blogs and memes.
 - Paid Acquisition: Facebook and Google ads.
 - SEO.
 - A/B testing.
 - Product translation and adaptation to the Latin America region.
- Test product daily and manage issues with development team.
- Market research and user perception to design new product iterations.
- Manage product and design content for Facebook game project.
- Consultancy in product psychology.
- Achievements:
 - +100K new Latin-American onboard users in 4 months.
 - Customer Acquisition Cost (CAC) from \$0,004 to \$ 0,10 USD in Facebook ads.
 - CAC from \$0.06 to 0.20 USD in Google ads.

CONTENT CREATION FREELANCER, NEARGROUP INC.

Remote

02/2018 – 07/2018

- Copywriting, blogs and memes creation.
- Translations English to Spanish.

EDUCATION

- Bachelor's Degree in Psychology. 2011. University of the North. Colombia
- Basic Programming Course. 2018. Platzi. Online education.
- Growth Marketing Course. 2018. Platzi. Online education.
- Online Web Development Course: a basic-mid level of HTML5 and CSS3. Platzi. Online education.

SKILLS

- HTML 5.
- CSS3
- Inbound marketing.
- Growth hacking.
- Facebook ads.
- Google ads.
- SEO.
- Human behavior academic research.
- Survey design.
- Word press.
- Marketing strategy.
- Social media Marketing.
- Canvas.