

John Bernal

Psychologist - Growth Marketer - Front End Developer

Medellin, Colombia
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EXPERIENCE

[Cuddlynest](#), Remote — *Digital Marketing Manager*

February 2019 - PRESENT

Industry: Travel and Tourism.

Responsible for (1) Lead Marketing Team with a data-driven approach in an Online Travel Agency (OTA), (2) Design and implementation of business and technical processes, and (3) Lead of automation process in the marketing and Account Manager department.

[Neargroup](#), Remote — *Growth Marketer*

February 2018 - February 2019

Industry: Online Dating.

Responsible for app users acquisition, and A/B testing. Achievements:

- * +100K new Latin-American onboard users in +7 months.
- * Cost Per Click (CPC) from \$0,004 to \$ 0,10 USD in Facebook ads.
- * CPC from \$0.06 to 0.20 USD in Google ads.

Marketing Consultant, Remote via Upwork

December 2017 - March 2018

Industries: Health.

[Ebenezer Technologies](#), Barranquilla, Colombia — Chief Revenue Officer

June 2017 - February 2018

Industry: Security and Defense.

Responsible for Design and Acquisition of revenue streams.
Achievements:

- * \$50,000 USD on sales.
- * Digitalization and internalization of sales strategy.

SKILLS

Statistics
Experiment design
Bootstrap
Google Analytics - Google Tag Manager
Excel - Google Spreadsheets
Python: Matplotlib - Numpy - Seaborn - Folium
Agile methodologies with Jira
Semrush
Buzzsumo
Google Ads
Facebook Ads
Facebook API
Web development with HTML - CSS - Javascript
Wordpress - Wix
Business analysis report
Market Research
Git and Github
Public speaking
English - Spanish

Portfolios and relevant links

[Linkedin](#).

[Angel.co](#)

[Website](#)

Certificates

[Data Visualization with Python](#)

[Agile with Atlassian Jira](#)

[Growth Marketing](#)

EDUCATION

Universidad del Norte, Barranquilla, Colombia — **Bachelor in Psychology**

June 2006 - September 2011

Emphasis on Neuropsychology and quantitative research.

PUBLICATIONS

Characterization of Demand for Mental Health Services in a Health Insurer in Colombia, 2012 — Antioquia University.

The aim of this research was to characterize the records of mental health care, of population affiliated with a health insurer in Colombia during 2012. A retrospective descriptive cross-sectional study was conducted based on information from 52,624 members and 463,522 attentions in 16 cities. Frequencies for services and diagnostics groups were determined and proportions were compared using Chi square statistic test. It was found that women had higher demand for services from 15 years. The mental disorder reported the highest number of attention. Abuse and alcohol dependence and psychoactive substance predominated among men, while suicide attempts, self-harm and violence in women.

Link = <https://dialnet.unirioja.es/servlet/articulo?codigo=5620459>

[Web development](#)

[Git and Github](#)

[Basic programming](#)

[Google Campaign Manager Certification Exam](#)

[Google Ads Fundamentals \(expired\)](#)

[Google Ads Display \(expired\)](#)