



[LinkedIn Profile](#)

# Jonathan Pernia

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Juan del Campillo St. #987  
Córdoba capital, Argentina



Meta Ads Specialist | ClickFunnels Expert  
AI-Driven Lead Generation | MAKE Automations

## ABOUT ME

I'm a Media Buyer and Digital Marketing Specialist with over 5 years of experience helping businesses scale through high-converting funnels and performance campaigns.

I specialize in Meta Ads (Facebook & Instagram) and ClickFunnels (Classic & 2.0), integrating advanced automation tools like MAKE and leveraging AI to optimize campaigns, reduce acquisition costs, and improve lead quality.

I've managed campaigns across the U.S., LATAM, and Spain in industries like e-commerce, home services, and law firms. My approach is strategic, data-driven, and focused on measurable results.

### Expertise:

- Meta Ads Strategy & Campaign Optimization
- Lead Generation & Funnel Building (ClickFunnels & landing pages)
- AI-Enhanced Campaign Workflows
- Google Analytics, UTM tracking & KPI reporting
- MAKE Automations for global teams
- Fluent in English & Spanish

## EXPERIENCE

### Meta Paid Ads Support Specialist

Law Firm Marketing Pros (via Virtrify) · Remote

#### Aug 2024 – Present

- Build full-funnel systems from scratch using ClickFunnels Classic & 2.0
- Manage Meta Ads campaigns: setup, optimization, audience testing
- Design static and video creatives (Canva, Getty, YouTube Shorts, Vimeo)
- Develop follow-up sequences with CRM + Zapier
- Track performance using Google Sheets, Facebook Ads Manager, CallRail
- Collaborate via Slack, Teamwork, Kumospace, Zoom

### Trafficker | Paid Media Freelancer

JON-ADS Marketing · Remote

#### Dec 2020 – Present

- Launched Meta & Google Ads campaigns for e-commerce and services
- Built landing pages and automated email funnels
- Delivered A/B testing, creative optimization, budget control
- Advised clients on paid strategy and performance tracking

## LANGUAGES

English



Spanish



## CERTIFICATIONS

- Make Foundation – Make (May 2025)
- Certificate of Proficiency Level 7 – Open English (Mar 2024)
- Lead Generation Course Facebook Ads – Platzi (Oct 2022)
- Facebook Ads Advance Course – Platzi (Nov 2022)
- Google Ads Search Course – Platzi
- Argentina Programa – Mumuki (Jun 2022)
- Git and GitHub Professional – Platzi
- Twitter Ads Course – Platzi
- Advance English C1 – OpenEnglish
- AI applied to Digital Marketing - Coderhose (May 2025)

## SKILLS

- Meta Ads (Facebook & Instagram)
- ClickFunnels Classic & 2.0
- MAKE (Integromat)
- Email Marketing Sequences
- Lead Generation Funnels
- Conversion Rate Optimization
- CRM Integrations
- Google Tag Manager
- Google Analytics (GA4)
- Canva & Getty Images
- UTM Tracking & KPI Reporting
- Teamwork · Slack · Zoom · Kumospace
- English/Spanish Fluency

## Media Buyer | Digital Trafficker

Pyme Digital Agency  
Dec 2020 – Sep 2024

- Managed ad accounts in LATAM & the U.S.
- Executed Google Ads & Meta Ads across multiple industries
- Built tracking systems using GTM & GA4
- Improved ROAS through funnel optimization and testing

## Junior Scheduling Manager

Skyeng · Remote  
Oct 2021 – Nov 2021

- Coordinated student/teacher schedules via CRM
- Provided bilingual support and service continuity

## Junior Media Buyer

CFContent · Remote  
Dec 2019 – Mar 2020

- Assisted in Meta Ads optimization
- Conducted A/B testing and campaign performance analysis

## EDUCATION

Computer Science (Mention in Systems Analysis)

Iutairla · Jan 2004 – Sep 2008