

Julián Rivera

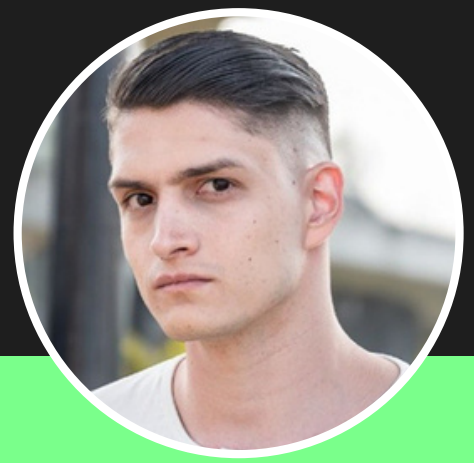
HEAD OF MARKETING



<https://www.linkedin.com/in/julian-rivera-g/>



<https://julianriverss.github.io/portfolio/>



Work Experience

DIGITAL FINANCE INTERNATIONAL

Regional Marketing Manager | 01-01-2023 - Currently

- As a marketing strategist at Digital Finance International, I played a crucial role in the successful expansion into key markets such as Peru, Mexico, Colombia, and the Dominican Republic, employing effective user acquisition strategies.
- I lead remote teams in highly effective campaigns on platforms like Meta and Google, resulting in significant growth in brand presence.
- Explored new BTL and digital strategies (SEO, automation) to enhance brand visibility and cut CAC.

DISCOVERY PARTNERS

Digital Marketing Director | 05-06-2022 - 30-12-2023

- Developed and executed the content strategy to increase traffic and improve brand awareness for Discovery Partners.
- Reduced costs by 25,000,000 COP (~6,000 USD) by building an SEO-optimized website and implementing marketing automation tools.
- Improved visibility and credibility by achieving higher rankings on search engines, which boosted LinkedIn followers and positioned the company as an official Salesforce Partner.

GTECH.SYSTEMS

Digital Marketing Director | 01-02-2022 - 30-05-2022

- Generated ~\$30K USD in a single day of sales during a VAT-Free Day campaign in the gaming sector, reaching +2M users through organic strategies.
- Saved ~\$5,500 USD by replacing Meta Ads with SEO, email marketing, and workflow automation campaigns.
- Strengthened partnerships with external companies and improved team performance by focusing on strategy-specific skills, which led to better overall results.

Professional Profile

Head of Marketing with 7+ years of experience driving digital growth across fintech, eCommerce, staffing, and SaaS in LATAM and the U.S.

- Doubled revenue in just 3 months for a meal prep business in Miami, achieving growth entirely through organic strategies and automation.
- Generated \$30K USD in a single day of organic sales during a VAT-Free Day campaign in the gaming sector (GTECH Systems).
- Turned a funnel automation into a SaaS-like product for the meal prep industry.
- Optimized acquisition costs through SEO, SEM, and creative digital campaigns.
- Combine innovation, data, and technology to make marketing more efficient and impactful.

Core Skills

- Marketing Strategy & Growth
- SEO & SEM Expertise
- Data & Analytics
- Automation & Technology
- Leadership & Team Management

Contact Details

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- **Location:** Medellín - Antioquia

MEGA DOCTORES (ICUNOX)

Digital Marketing Director | 01-01-2020- 01-02-2022

- Saved the company from bankruptcy during the COVID-19 crisis by pivoting to meal prep digital marketing strategies.
- Created a system ambassador strategy to track and measure campaign performance without ad spend.
- Delivered ~\$30K USD in the first month for a Miami meal prep company through zero-ad spend and automation strategies.
- Doubled revenue in 3 months, reaching ~\$60K USD, by automating the sales process and launching an influencer strategy.

ECOMMERCE GROUP

Digital Marketer Specialist | 2019 - 2020

- Increased productivity to 75% by training staff in WordPress and SEO, which boosted company profit by 92%.
- Managed full-cycle digital strategies, from advertising and content creation to reporting, achieving consistent growth for clients.
- Built tracking and reporting systems to measure campaign performance and improve strategic decision-making.

RIVER MAX

Manager Marketing Digital | 2017 - 2019

- Saved the company ~12M COP (~\$3,000 USD) by building the e-commerce site myself, which reached profitability in the first month (~\$1,000 USD/month).
- Established a digital environment to measure results across all strategies, creating clear content and advertising guidelines for Google and Facebook Ads.
- Successfully transitioned the business to digital, achieving consistent online adoption and tracking the full customer journey.

Personal Projects

Created two succesful brands using just organic strategies, more in my Portfolio

Hobbies

Fitness, family time & personal growth reading.

Education

Hubspot

Hubspot Marketing Hub

SYSTEMS TECHNOLOGIST

Instituto Técnico Industrial Pascual Bravo

AGRICULTURAL ENGINEERING

Politecnico Jaime Isaza Cadavid 2025

GOOGLE

Google ADS | 2025-09-16
Ce-Commerce | 2018-05-01
Digital Marketing Fundamentals | 2018-05-01

GOOGLE ANALYTICS

Google Analytics for begginers | 2020-08-01
Google Analytics advance | 2020-09-01

MASTER IN ARTIFICIAL INTELIGENCE

BIGSCHOOL in progress

PLATZI

- Courses and certificates obtained at Platzi:
- CRM sales force
 - Email Marketing
 - Meta Ads
 - Google Ads
 - Google Analytics
 - Google Tag Manager
 - SEO
 - Workflows with Artificial Inteligence