

José Luis García Orobio

ADTECH SPECIALIST · PAID MEDIA & TRACKING

Mexico (Remote/Hybrid) | Immediate availability

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“I don’t just buy traffic; I audit the infrastructure to guarantee ROAS.”

Profile Summary

Paid Media and **Attribution Engineering** specialist. I resolve the attribution crisis by auditing tracking at the server layer with **CAPI** and **GTM Server-side** so every dollar in Meta/Google is accurately measured. I design creative feedback loops based on data (hook-rate and hold-rate), optimizing ROAS through fast iterations, not guesses.

Performance & Security Audit

You Get (Employer)

Hybrid Agility

Black Box Tech

I Provide (The Stack)

I translate Marketing needs into Server/Tracking logic without friction. Proprietary automation library (Raycast/Python) to accelerate creative optimization and reporting.

Hybrid Identity Stack

AdTech Specialist	Robust tracking infrastructure. Stack: Meta Ads (Andromeda), GTM Server-side, CAPI, Graph API.
Creative Data Engineering	Hook analysis and testing pipelines. Stack: Python, FFmpeg, Looker Studio.
Growth Engineer	Conversion-optimized landings and funnels. Stack: Next.js, Webflow, Shopify Liquid.

Professional Experience

Xpertasocial

GROWTH ENGINEER & FOUNDER

Mexico / Remote

Jan 2018 – Present

- Architected Meta Ads campaigns (Andromeda logic) with tracking audits to sustain 3x-5x ROAS.
- Implemented Server-side GTM + CAPI to recover attribution post-iOS14 and improve match rates.
- Automated creative production with Python + FFmpeg to speed test cycles and cut time-to-market by 70%.

Ceremonias Barcelona

PAID MEDIA & TRACKING SPECIALIST

Barcelona, ES / Remote

Project-based

- Deployed Meta Ads campaigns for high-intent niches using broad targeting and data-driven creative.
- Optimized purchase events and quality signals to improve Shopify attribution.
- Integrated catalogs and feeds for Meta Shops and Google Merchant Center.

TAS Digital Agency Framework

ADTECH STRATEGY CONSULTANT

Remote

Project-based

- Implemented the “Creative-Led Growth” framework with broad targeting and data-backed creative testing.
- Built performance dashboards to detect hook decay and adjust creatives weekly.

Technical Projects & Labs

- **Attribution Recovery Playbook:** audit checklist for CAPI/GTM Server-side when signal loss hits.
- **Hook-Rate Analyzer:** Python scripts to score video ad retention and prioritize iterations.

Stack & Tooling

AdTech	Meta Business Suite (Advanced Broad/CAPI), Google Ads, GTM Server-side, Facebook Graph API.
Data & Creative Ops	Python (Pandas/Scripting), FFmpeg, Looker Studio, GA4, UTM Governance.
Dev & CRO	Next.js, Shopify (Liquid), Webflow, Vercel, Git.

Links

- **Site:** xperta.social **GitHub:** github.com/lbaddass **LinkedIn:** jlgarciaorobio
- **X:** x.com/lbaddassl **Facebook:** facebook.com/lbaddassl **Pinterest:** pinterest.com/lbaddassl