

# MONSERRAT ALCÁNTARA DÍAZ

☎ 5548936861

## ◦ DETAILS ◦

5548936861

[monsealcantara8@gmail.com](mailto:monsealcantara8@gmail.com)

## ◦ SKILLS ◦

Highly Organized

Proactive

Empathetic

Good team worker

Communication Skills

Active Learning

Conflict Resolution

Analytical Thinking

## ◦ LANGUAGES ◦

English

## ◦ HOBBIES ◦

working out, meditation , travel,  
read, debate on important cultural  
issues.



## PROFILE

Proactive and responsible professional with 7+ years of working experience in tech startups; first, as an operational team member, and then responsible for managing, coordinate and lead teams.  
Oriented to achieve objectives through strategic, decision making and problem solving.  
Data driven & Hands on. Experienced working with multi-functional teams.



## EMPLOYMENT HISTORY

### Performance & Growth Marketing Manager at Konfío, Mexico

June 2022

- Generate the marketing strategy for customer acquisition on digital media.
- Directly working with GM and C-level executives to develop main acquisition strategy
- Responsible for budget management

### Performance Marketing Manager at Byjus Future School

April 2022 — June 2022

Optimize and manage paid media campaign delivering against performance, return on investment and revenue targets. Research & analyze market trends across advertising platforms. Improve machine learning to optimize campaigns, audience and budgets to target performance goals.

### Performance Marketing & Paid Media Specialist at Creditas

October 2021 — March 2022

Manage, lead and deploy online acquisition strategy on paid media channels delivering against performance, return on investment and revenue targets.

#### Main Achievements:

- Define strategy on main paid media channels to increase user acquisition.
- A/B testing on audiences and landing pages to increase conversion rate on customer journey.
- Working closely with BI team to have data standardization & visualization for marketing and cross areas.
- Decrease 40% CPL on main BU & helping increase MQL

### Paid Media Analyst at kubo.financiero

August 2020 — October 2021

Create, optimize and manage paid media campaign delivering against performance, return on investment and revenue targets.  
Research & analyze market trends across advertising platforms.  
Improve machine learning to optimize campaigns, audience and budgets to target performance goals.

#### Main Achievements:

- Improve an optimize customer journey to increase performance on paid media campaigns.
- Increase MQL by 4x on main acquisition channels to target performance goals.
- Optimize machine learning through offline conversions and conversions API implementation.
- Deploy Facebook Conversions API, becoming one of the first regional teams with a proven success case helping decrease by 50% CPL & CAC.

### Performance Manager at Digitalina Agencia SEO para Pymes

June 2018 — August 2020

Activities:

- SEM/SEO Marketing & Business Focused
- Google Ads, Google Tag Manager, Google Analytics & Data Studio, Facebook, Twitter and LinkedIn Ads.
- Lead and co-ordinate team and strategic projects and initiatives as required.
- Develop project plans, facilitate project meetings, analyze business data, identify issues and make test plans for projects.

- **Main Achievements:**

- Increase of organic traffic through SEO campaigns for platforms such as Ivoy, American Express, Izzi.
- Decrease in CPA, CPL in campaigns always on and seasonality on Facebook, LinkedIn and Google Ads for startups and PYMEs.
- Measurement and identification of insights through platforms such as Google Analytics to make based performance and business oriented decisions.

### **Social Media Manager at Integra Consultores**

January 2017 — October 2018

Activities:

- Research of profiles and analysis of public opinion.
- Response and systematization of requests and questions in RRSS.
- Drafting of documents through documentary research so that the strategists had the appropriate material to generate content according to the lines of discourse.

Main Achievements:

- I was part of a relatively new agency that dabbled in digital issues, I had the opportunity to participate in different projects, promote and contribute to the growth of the agency and of the team. Successful support in the different projects, creation and implementation of different strategies.



## **EDUCATION**

### **Universidad Autónoma Metropolitana, Ciudad de México**

September 2012 — August 2016

Licenciatura en Ciencias de la Comunicación.

### **Universidad Tecnológica de Pereira, Colombia**

July 2015 — January 2016

Exchange stay. Bachelor of Communication and Educational Informatics



## **COURSES**

### **Google Ads Fundamentals**

October 2019 — Present

### **Inbound Marketing , Hubspot**

September 2018 — Present

### **Google Analytics, CXL**

June 2020 — Present

### **Google Analytics Individual Qualification**

March 2020 — March 2021

### **Data Analytics, Coderhouse**

March 2022



## **INTERNSHIPS**

### **Program Asistant at Secretaria de Cultura**

August 2016 — December 2016

- Social Service as programming assistant of the CDMX theater system. Selection and programming of a billboard in the theaters of the CDMX