



RAFAEL MORALES

Digital Marketer
International MBA in Digital Marketing

PERSONAL HISTORY

Professional with 7 years of work experience, over 3 years of experience in the IT industry and 2 years working in digital marketing. Experience in eCommerce projects, design and execution of SEO strategy, website development, marketing campaign management and inbound strategies.

SKILLS AND ABILITIES

- SEO & SEM
- Inbound Marketing
- Analytics & Monitoring
- Remarketing

PLATFORMS AND TOOLS

- Google (Analytics + Ads + Tag Manager)
- Google (Merchant Center + Console)
- WordPress + WooCommerce
- Facebook Ads / Store + Wapp Business

CONTACT INFO

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rafaelmorales112@hotmail.com
Current Location: Bogotá, Colombia

[My Portfolio](#)

WORK EXPERIENCE

Digital Marketing Manager

Illuminar Ltda. | 11/2018 - Present

- Increased repeat buying from 10% to 35%.
- Achieved a 300% ROI in marketing campaigns through Google Ads search network campaign and Facebook retargeting Ads through Pixel integrations.
- Sales margin improved by 22% after introducing the eCommerce within the company and inbound strategy.
- Organic traffic growth from 0 to 5000 monthly visitors by implementing the SEO strategy and personalized content.

Project Manager

Zeus Tecnología | 06/2015 - 10/2018

- Led CRM launching project and implementation of the pilot product with the first clients.
- Development of the financial panel to end-user increased the license acquisition of BI department by 25%.
- Elaborated more than 60 personalized ad-hoc reports to customers from different industries: hospitality, retail, manufacturing, health, travel, etc.
- Managed a team of 6 developers for the IFRS financial statement automation project launching and implementation.

EDUCATION

M.Sc. International MBA

ESIC Business & Marketing School - SISU | 2018 - 2020

M.sc. Tax Managemet

Universidad Tecnológica | 2017 - 2018

B.Sc. Business Administrator

Universidad del Norte | 2009 - 2014